

FIG. 1

FIRST ILLUSTRATIVE EMBODIMENT

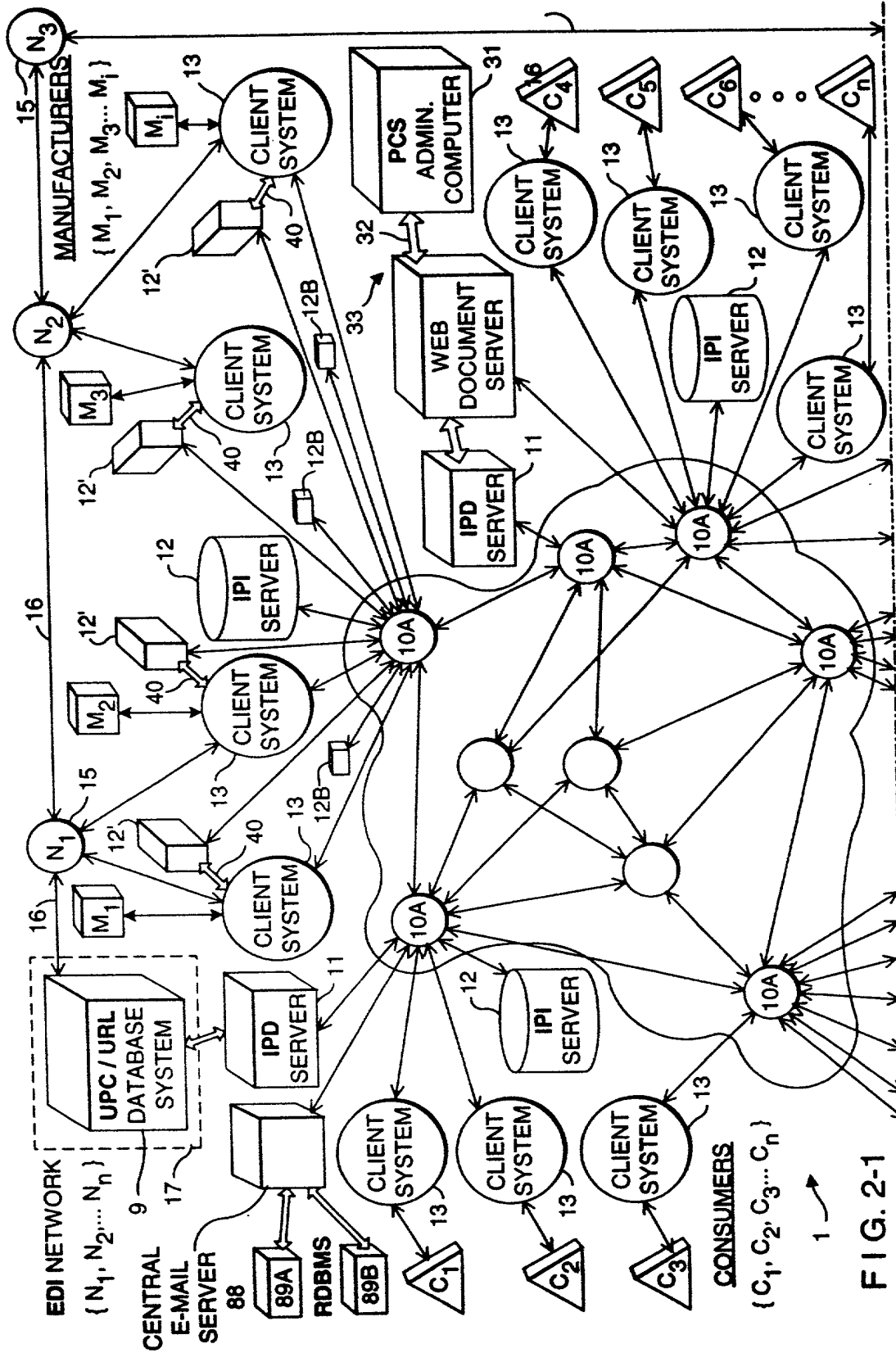


FIG. 2-1

3/173

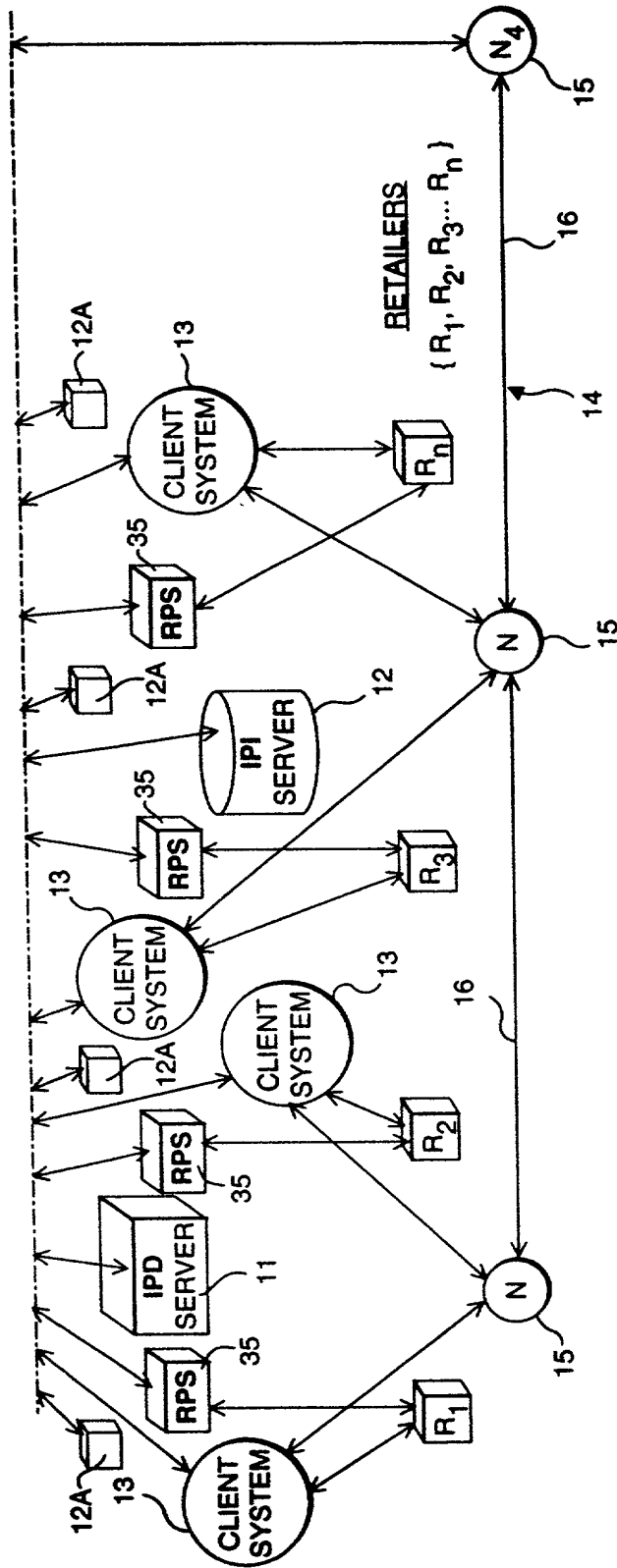
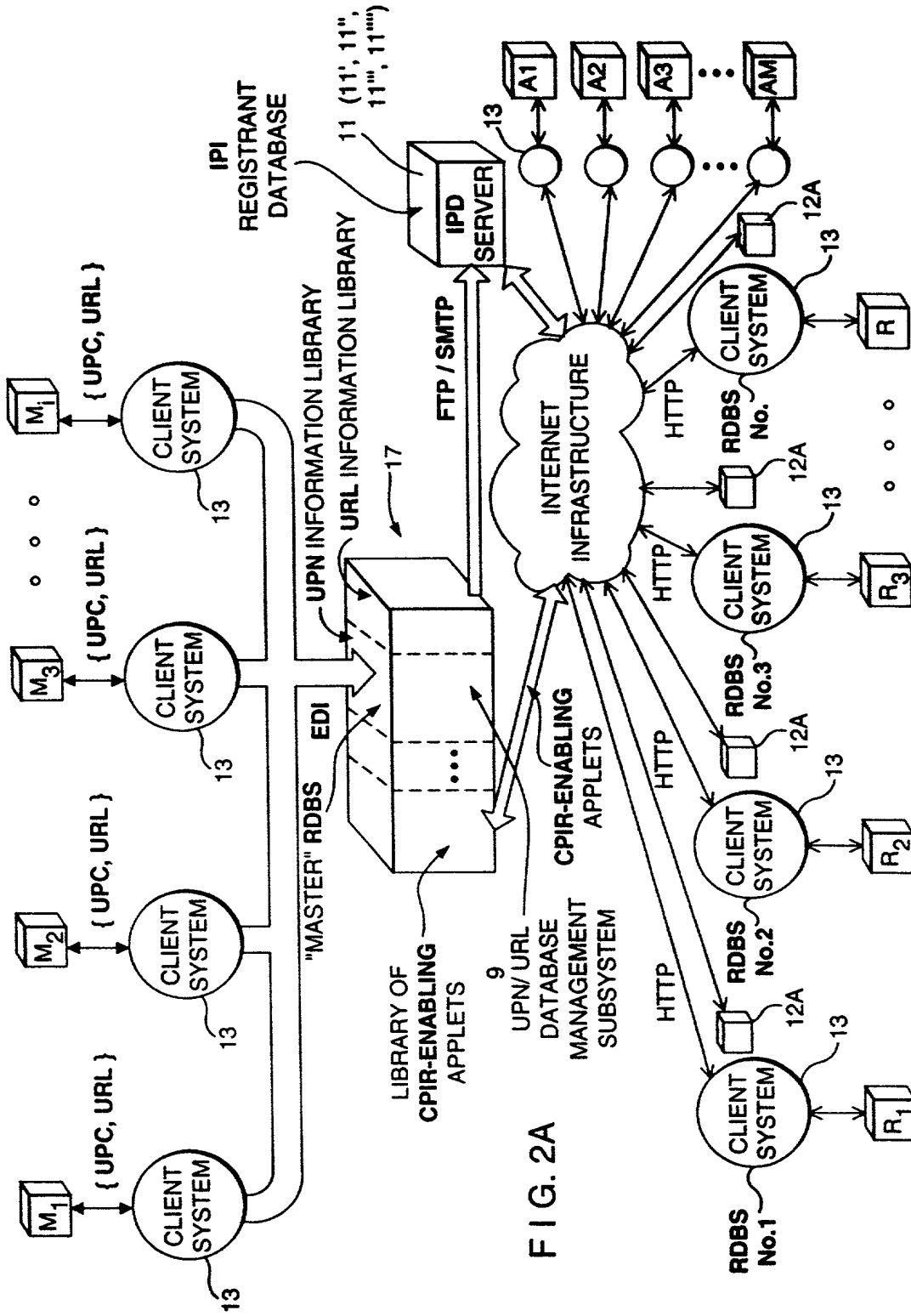
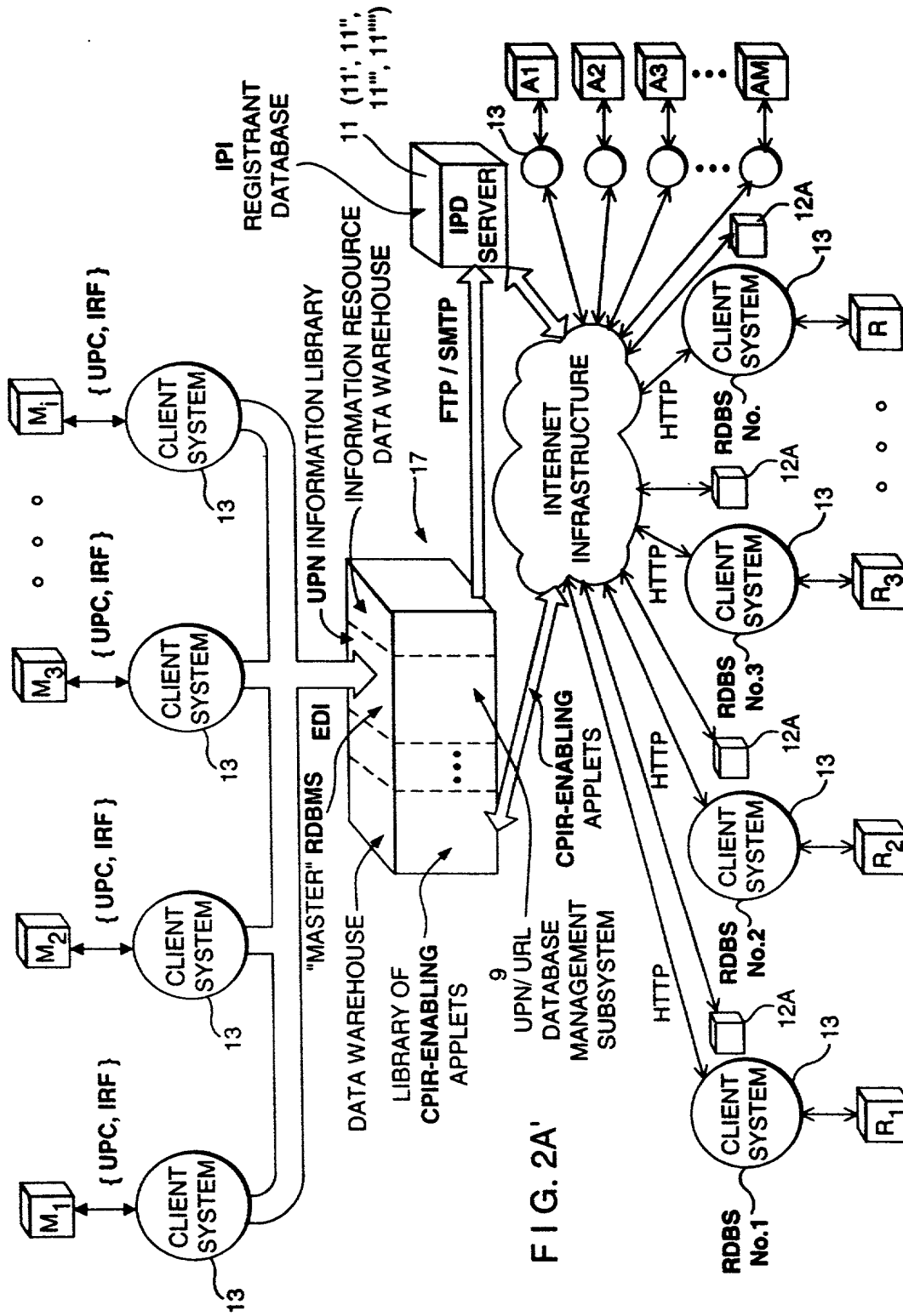


FIG. 2-2



5/173



6/173

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS
SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

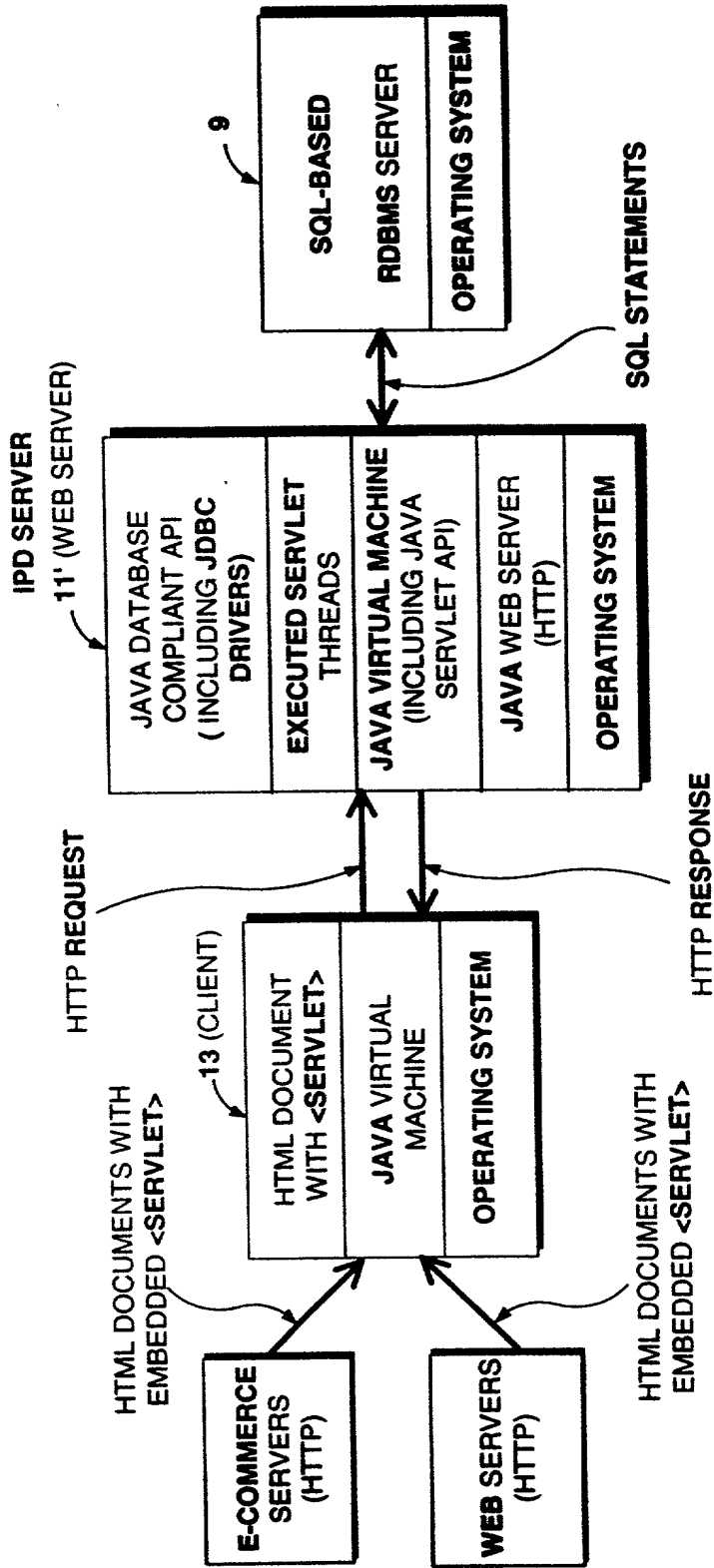


FIG. 2B1

7/173

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS
SERVER USING **CLIENT-SIDE APPLETS** EMBEDDED IN HTML DOCUMENTS AND **CGIs**

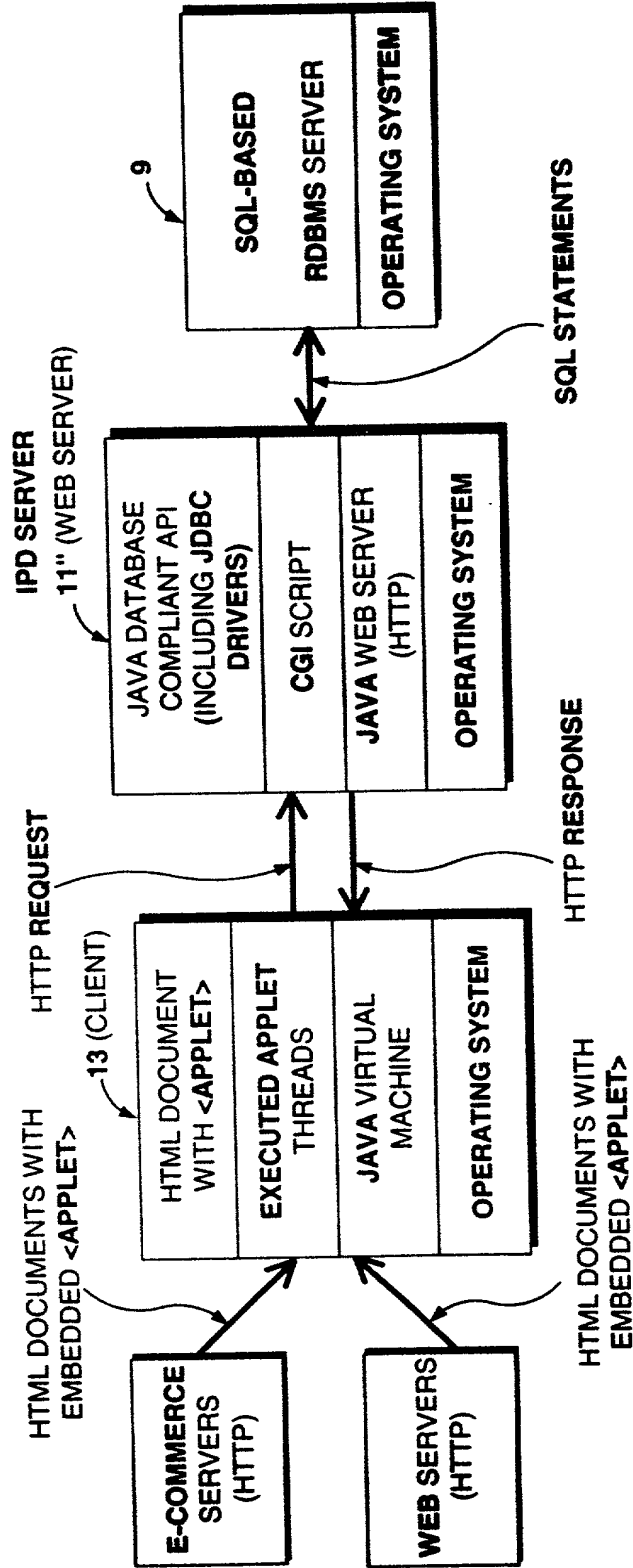


FIG. 2B2

8/173

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING
CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

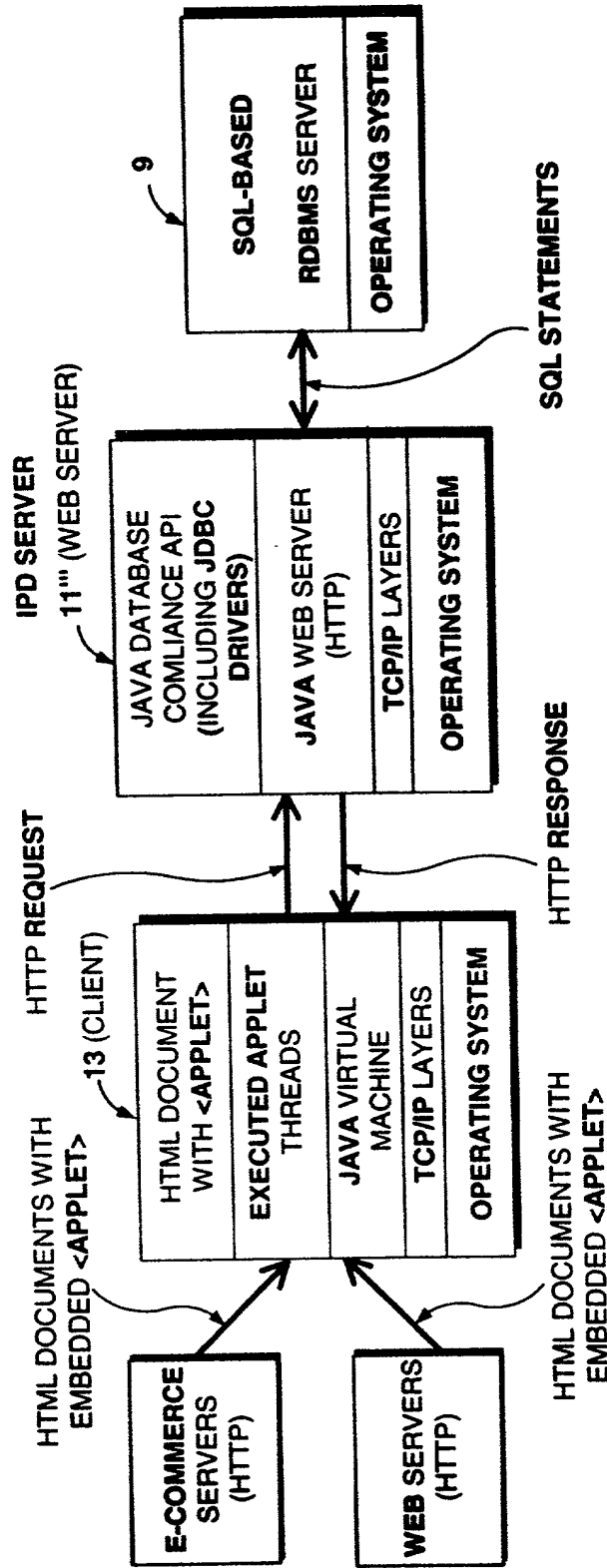


FIG. 2B3

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

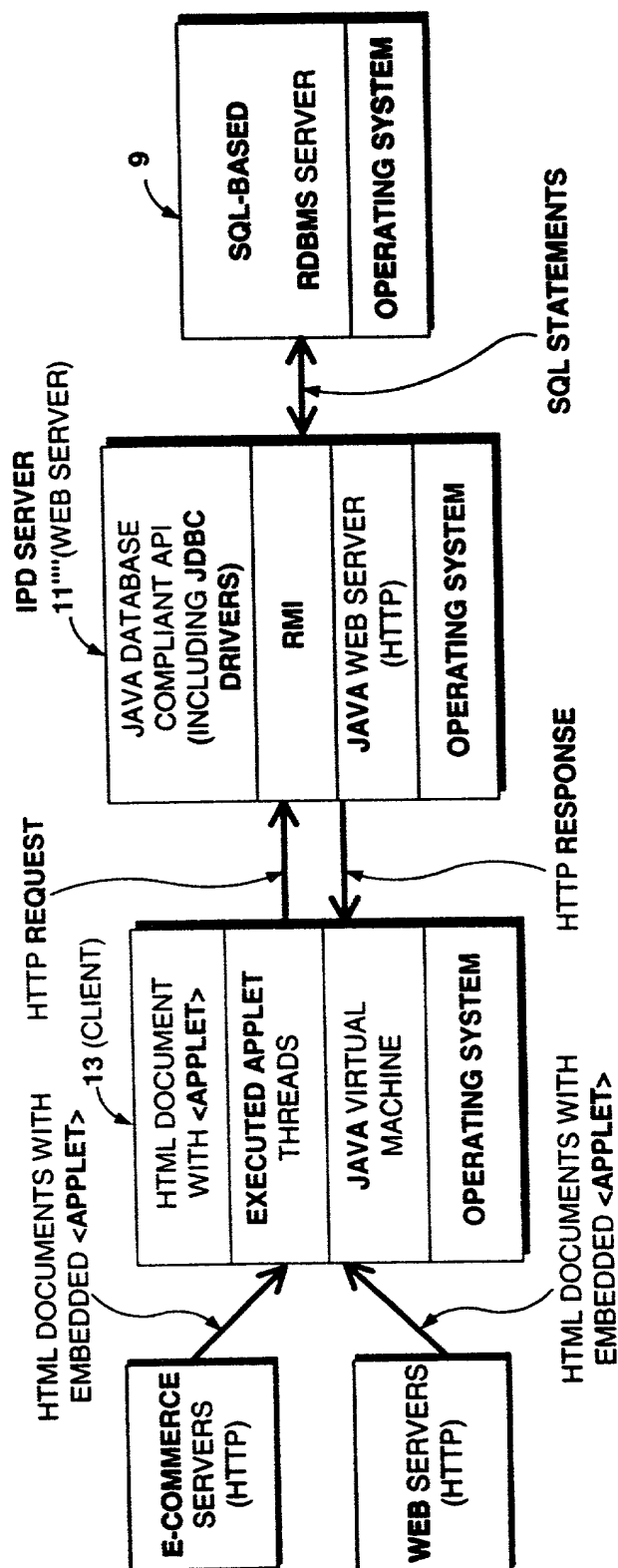


FIG. 2B4

DISTRIBUTED METHOD AND SYSTEM OF UPCURL MANAGEMENT OVER A LAN OR WAN

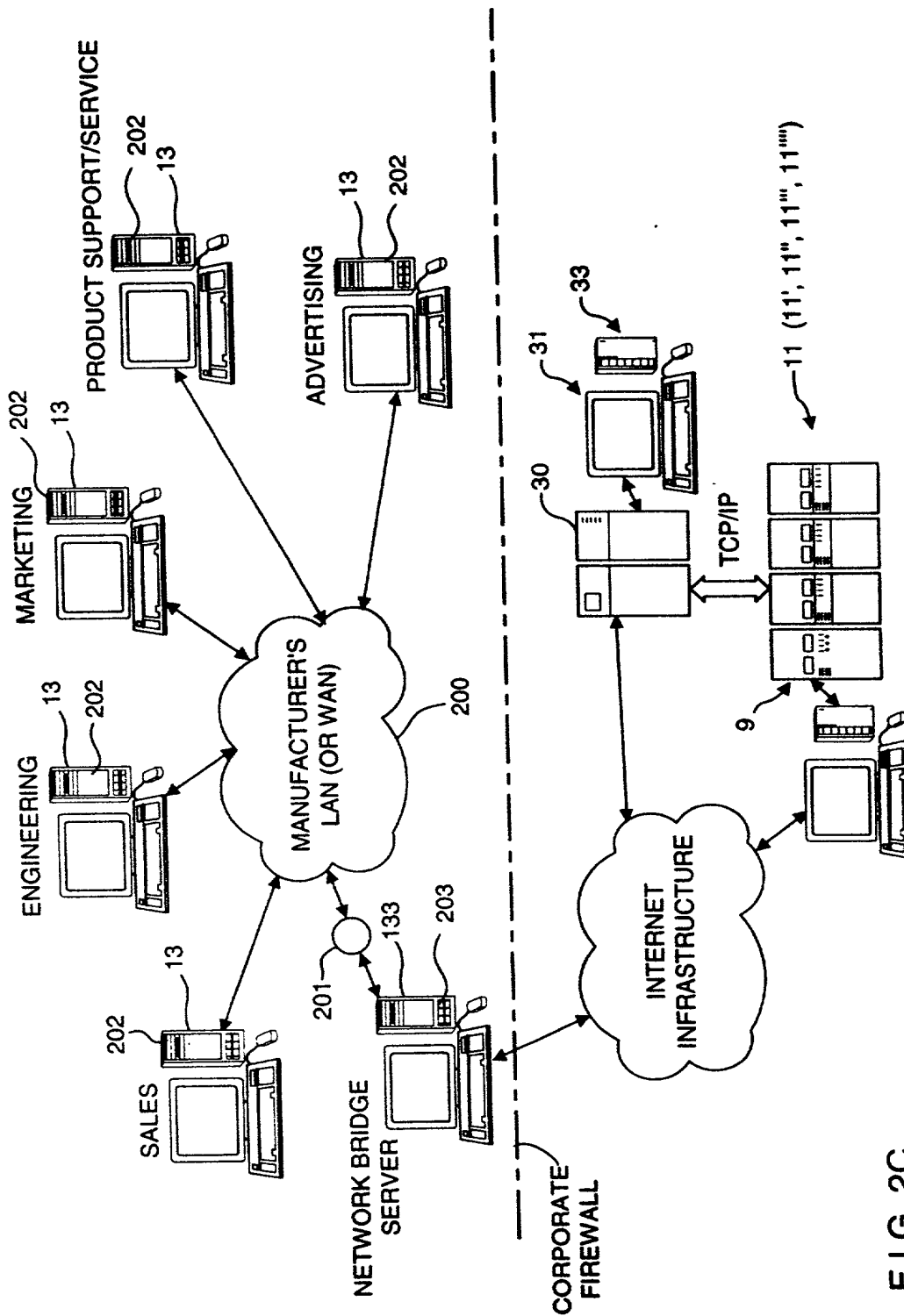


FIG. 2C

2005270" B2005500T

W/173

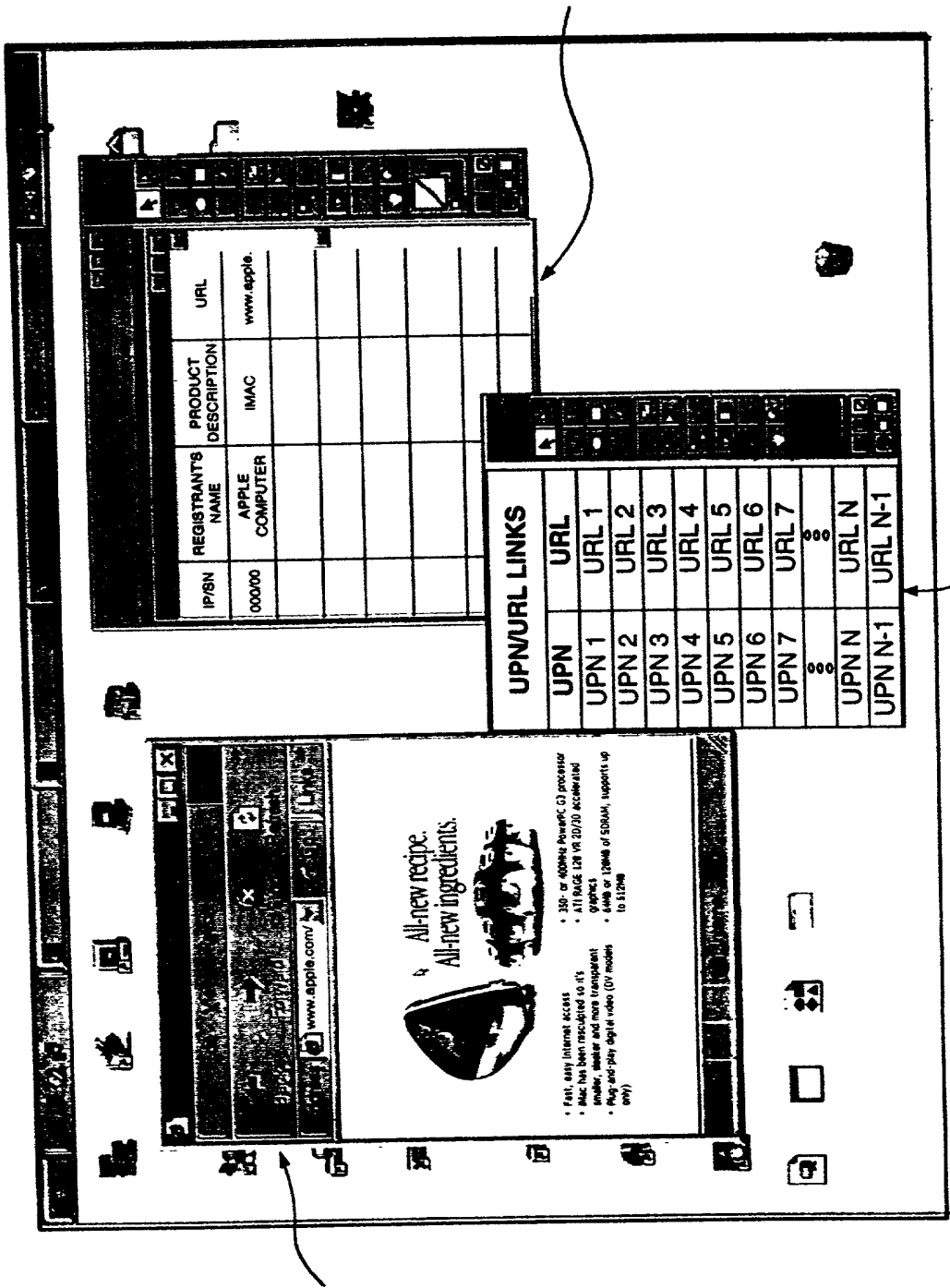


FIG. 2C1

12/173

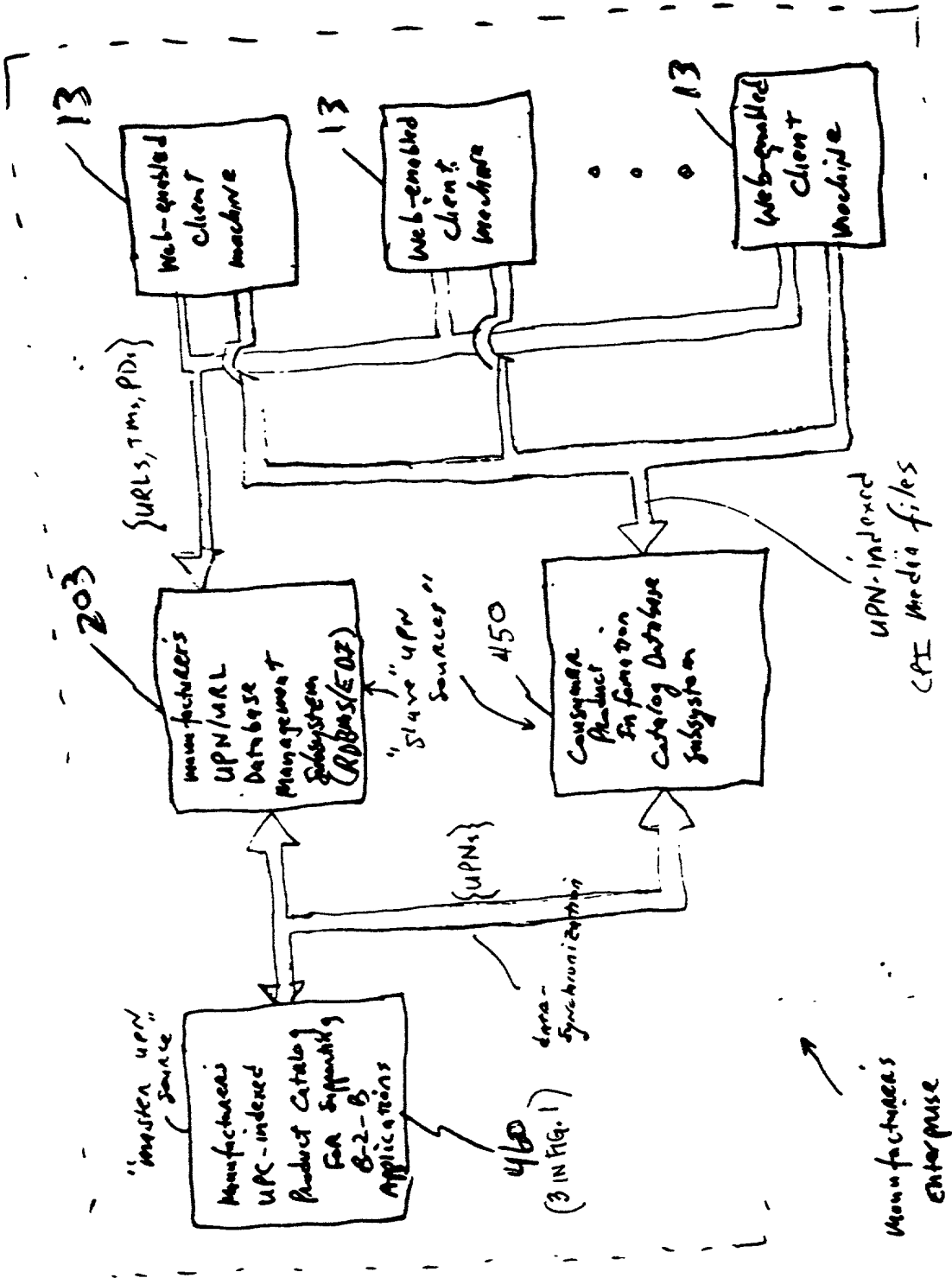
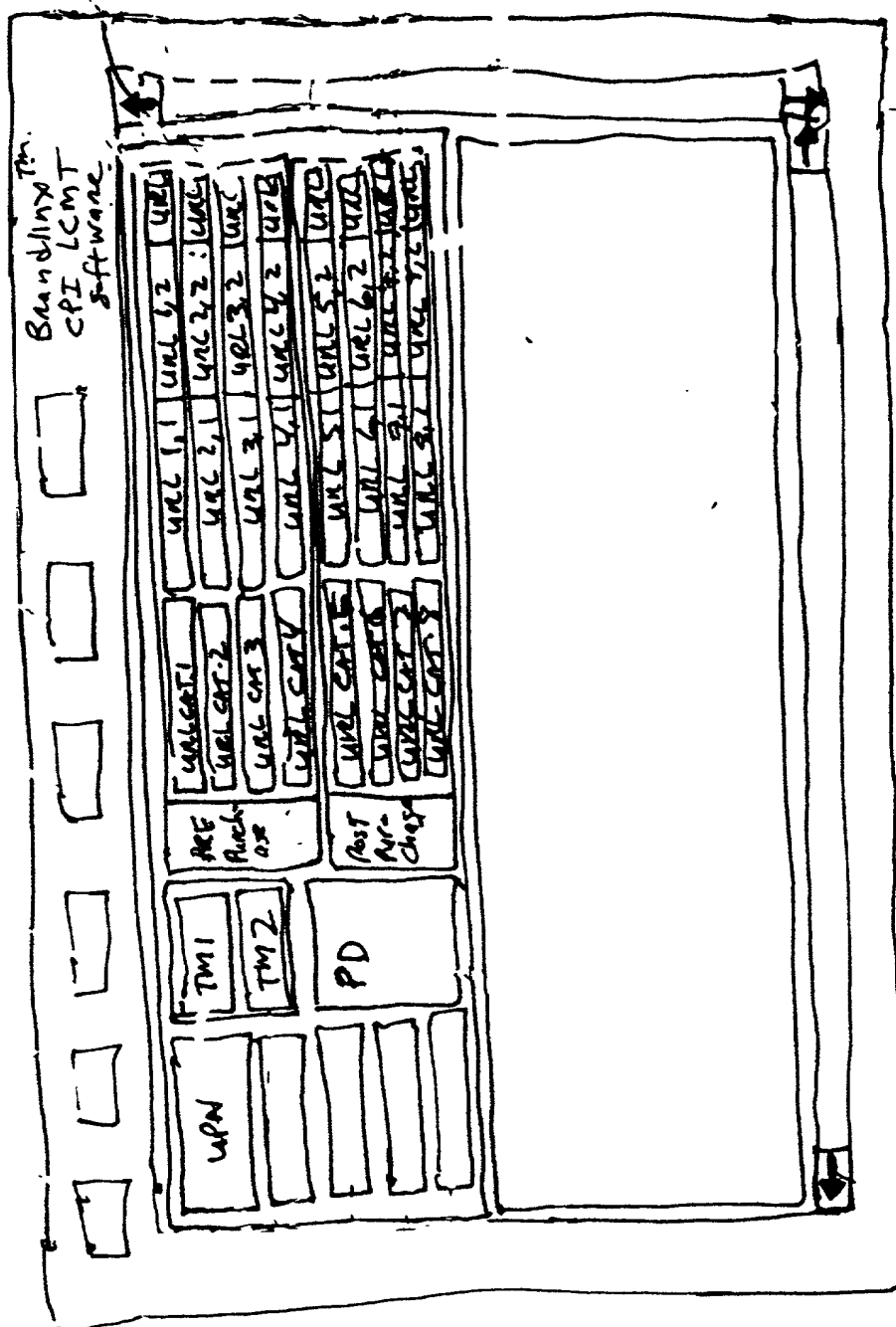


FIG. 2C2

13/173



F/G. 203

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

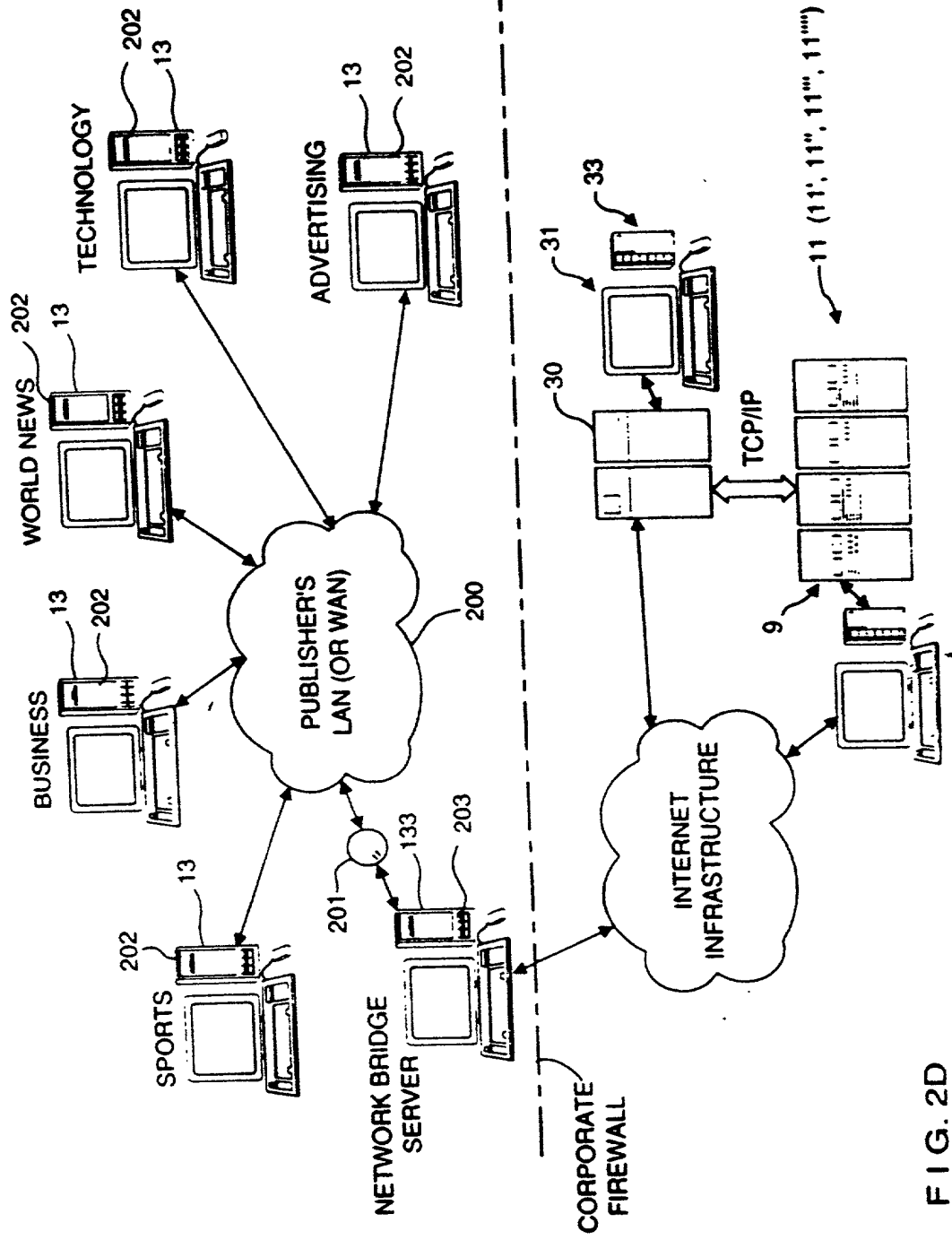


FIG. 2D

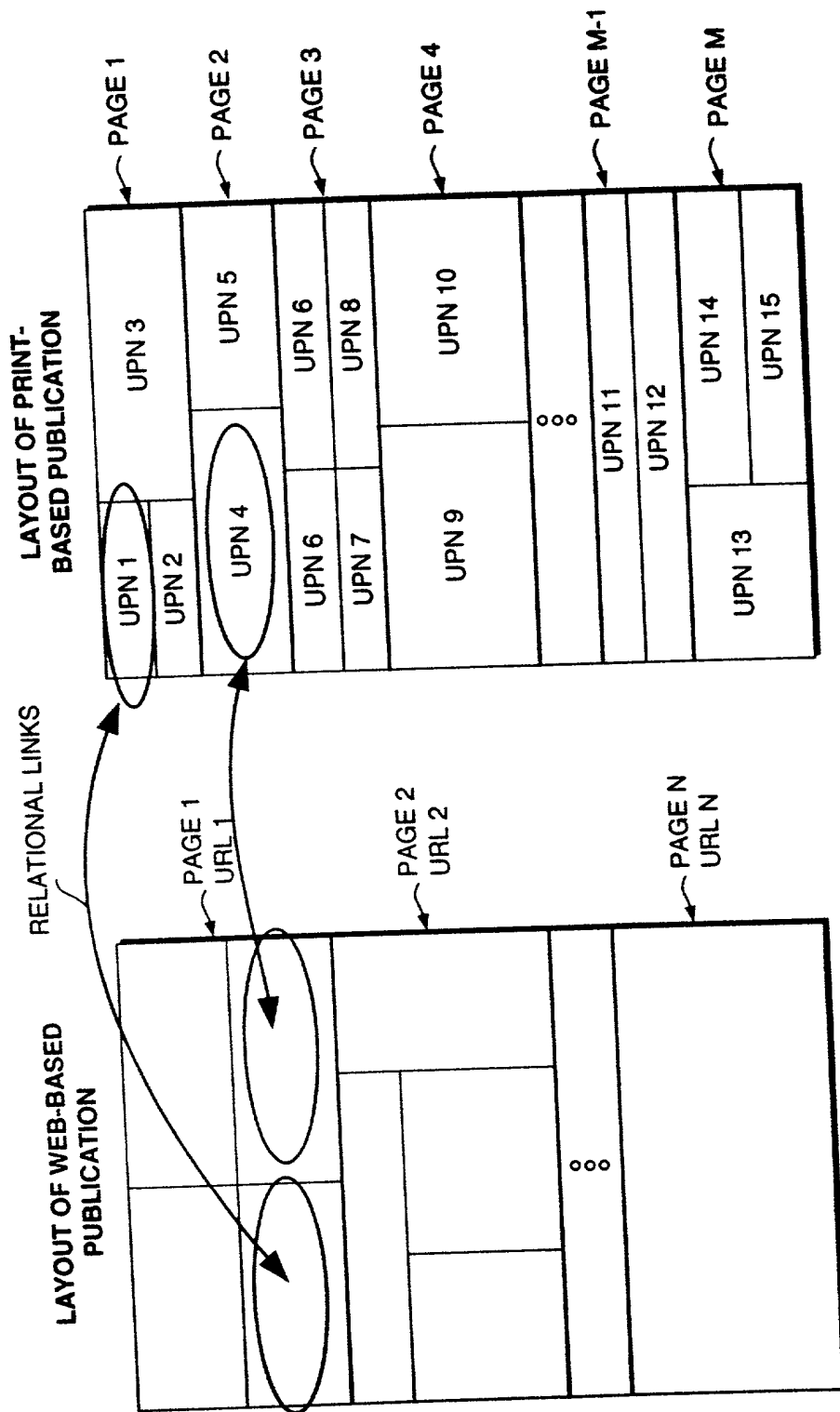


FIG. 2E2

FIG. 2E1

16/173

UPN/URL LINKS	
UPN	URL
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN 8	URL 8
UPN 9	URL 9
UPN 10	URL 10
UPN 11	URL 11
UPN 12	URL 12
UPN 13	URL 13
⋮	⋮
UPN N	URL N
UPN N-1	URL N-1

400

FIG. 2E3

12/173

COMPOSITION/EDITORIAL MODE

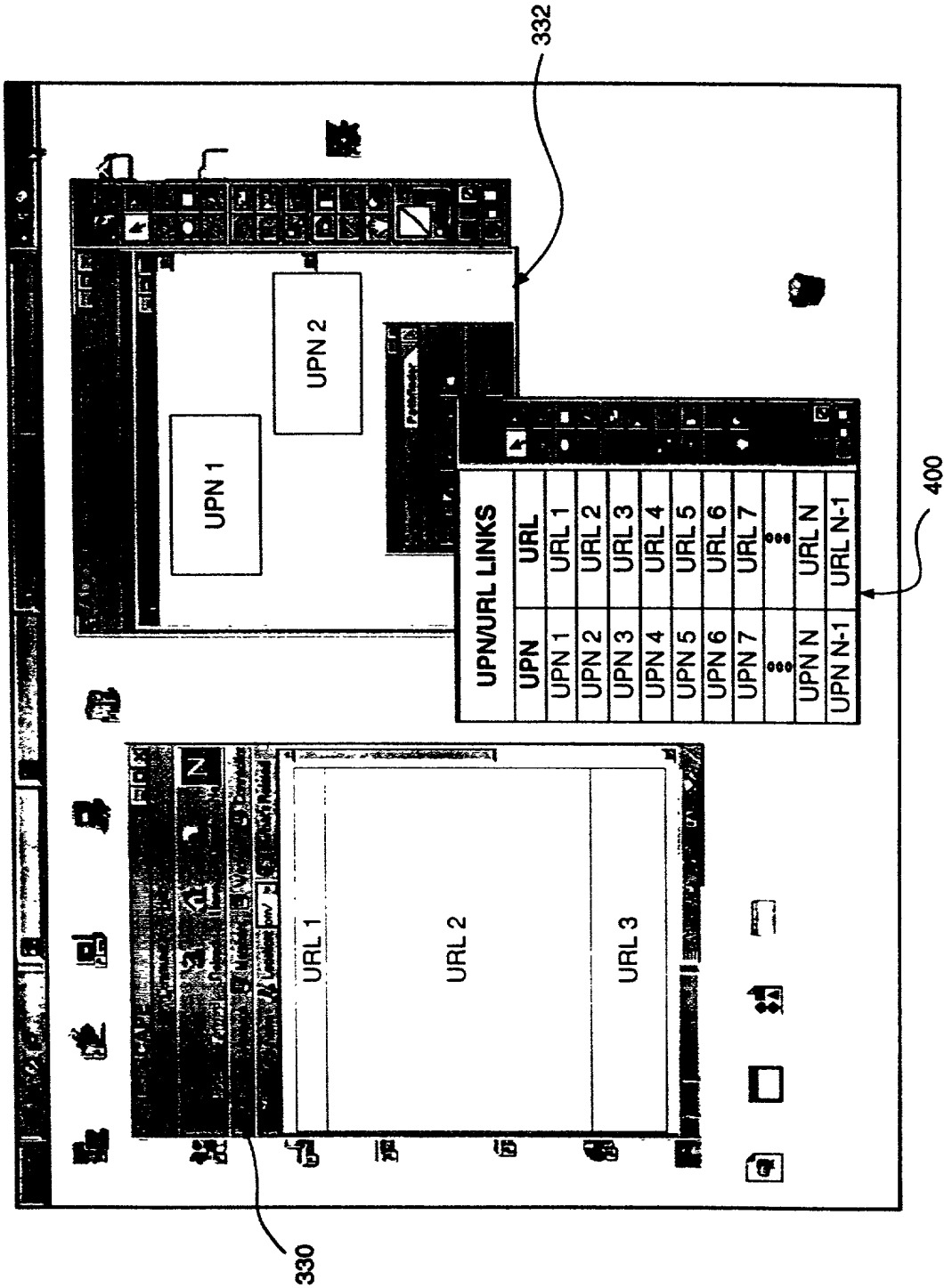
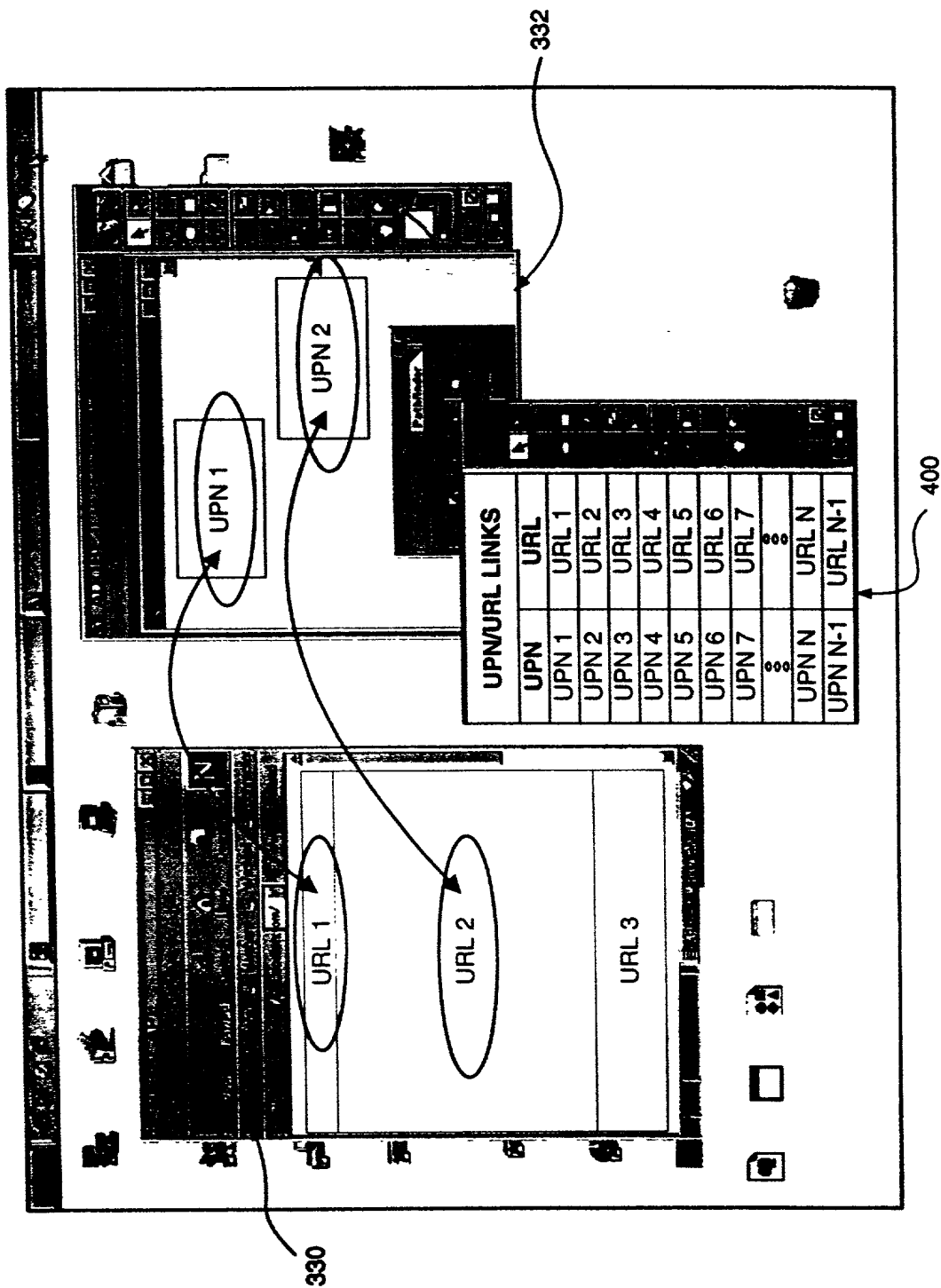


FIG. 2E4

UPN/URL DATA LINKING MODE



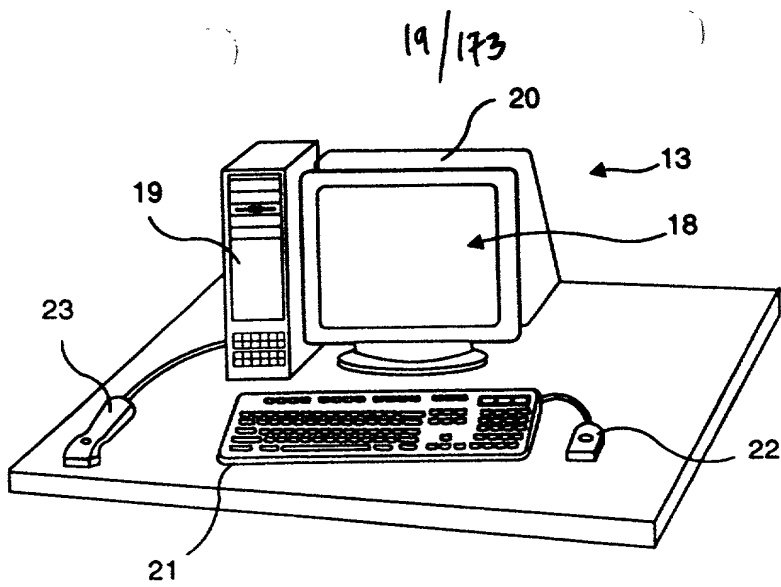


FIG. 3A1

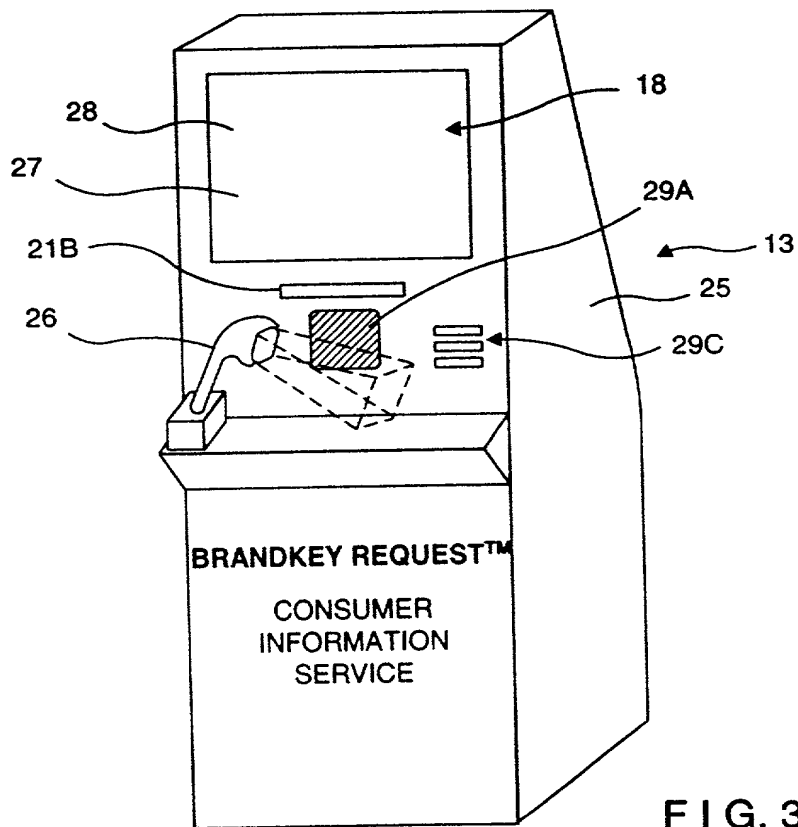
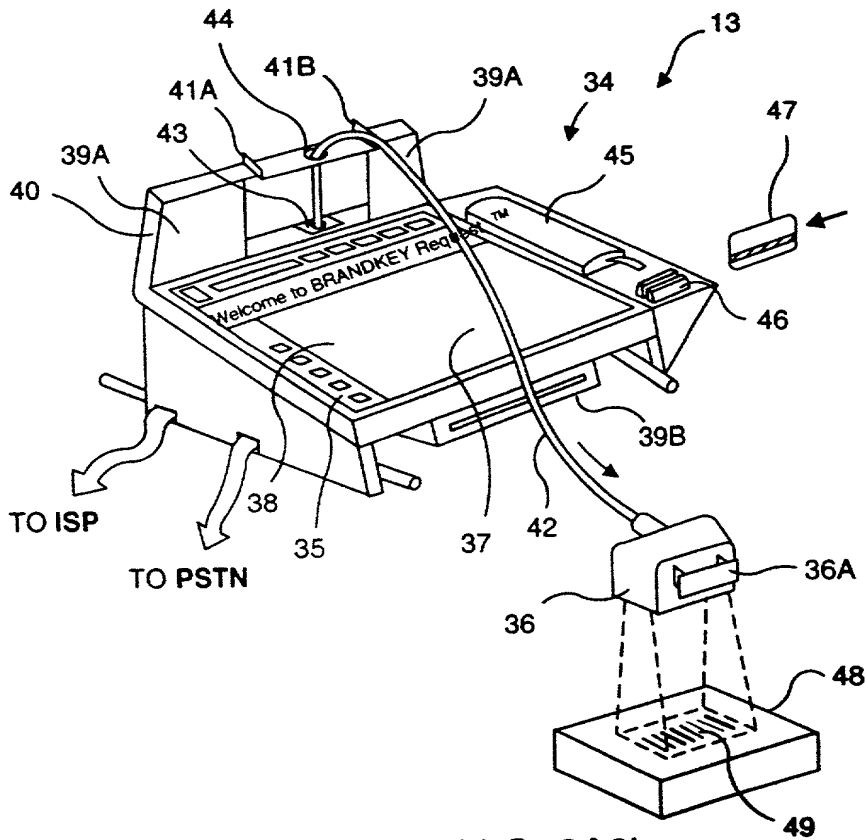
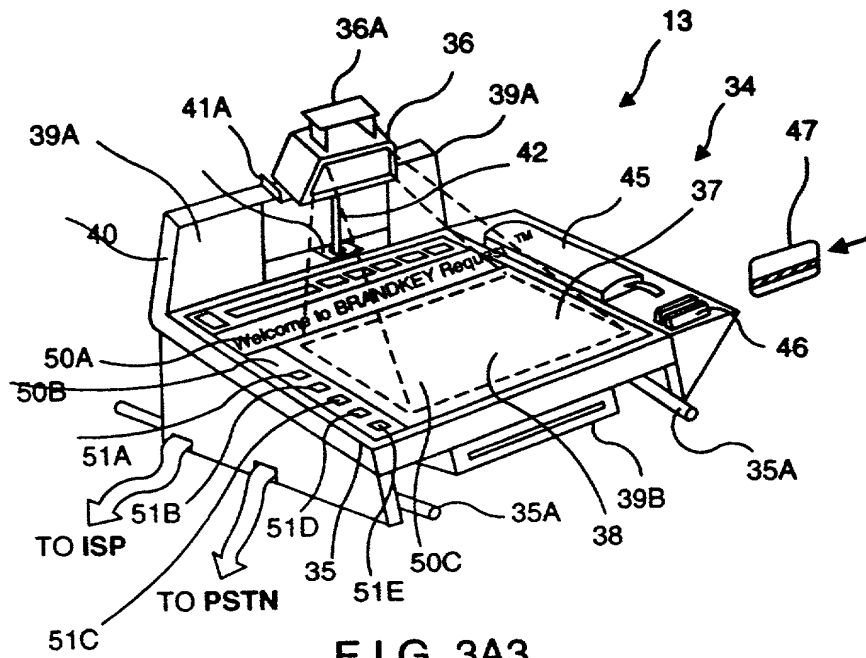
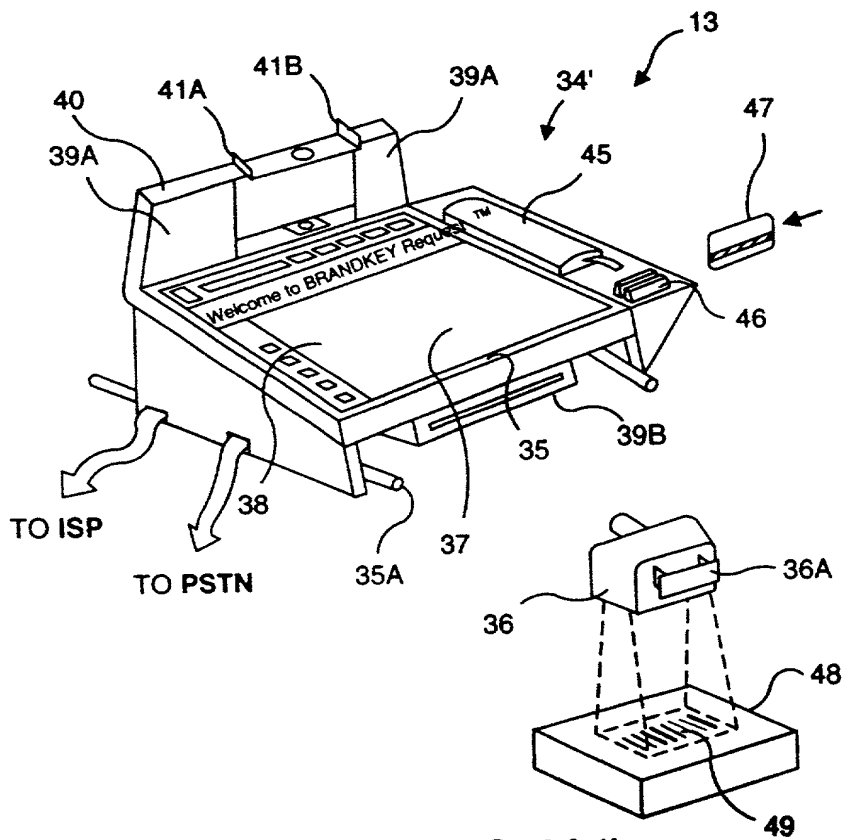
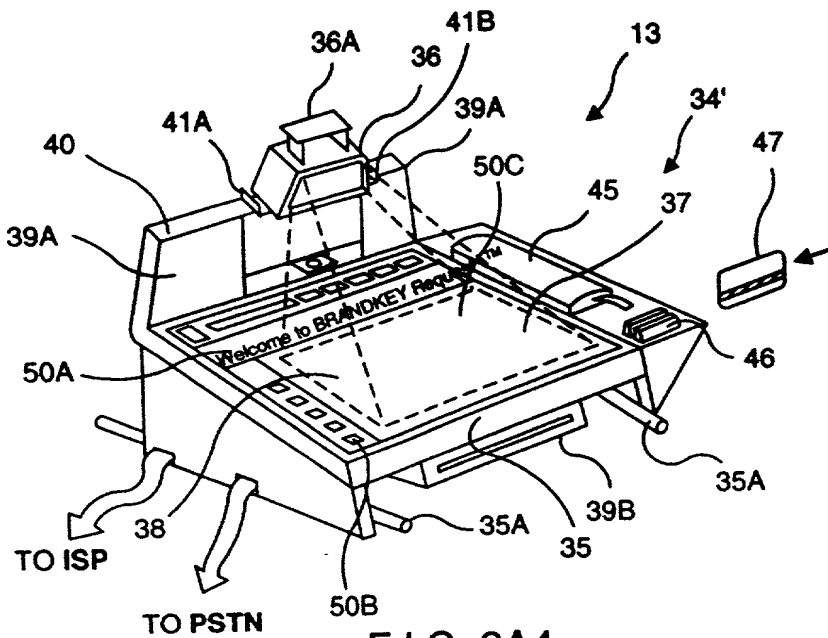


FIG. 3A2

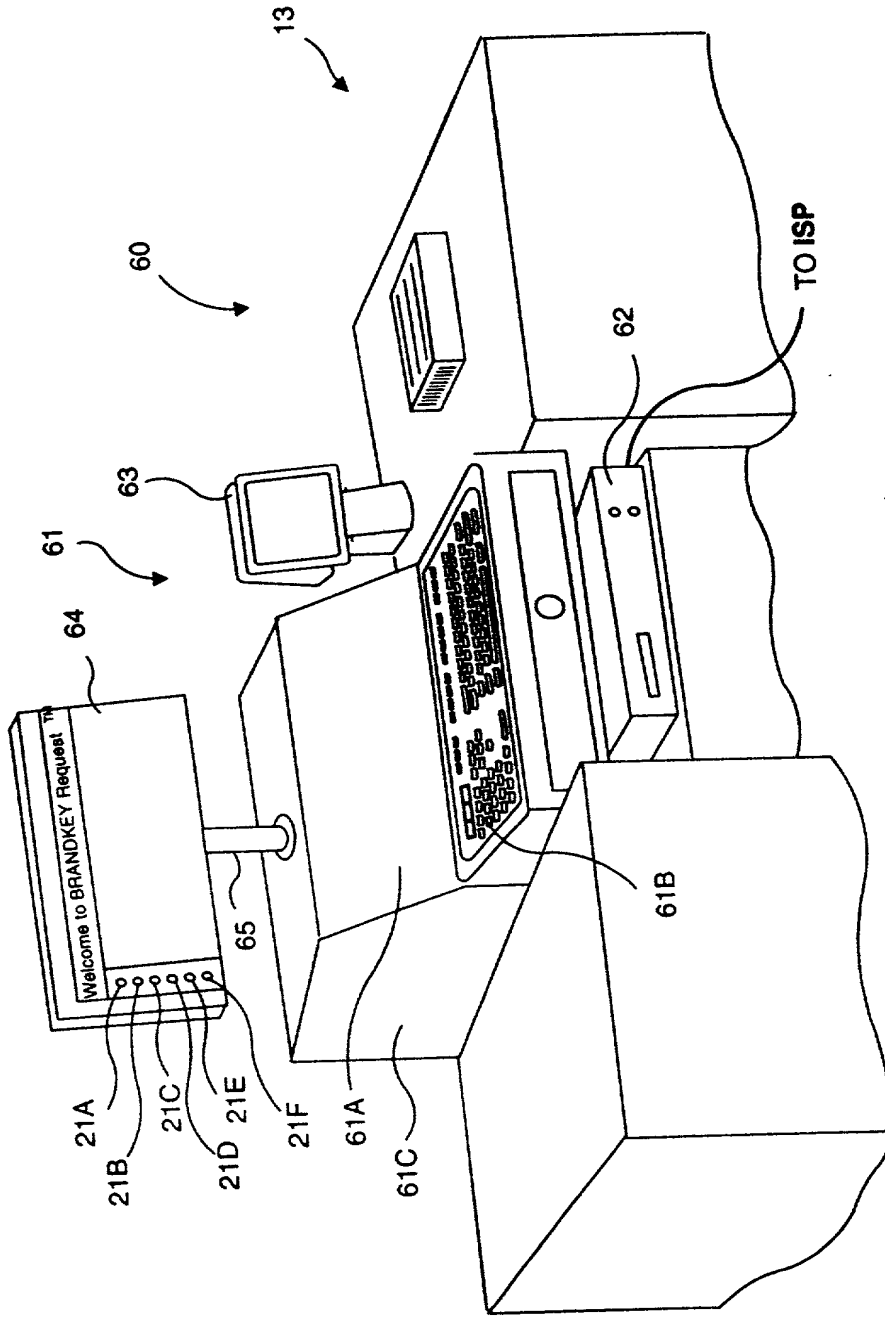
20/173



208270-8/065001



22/73



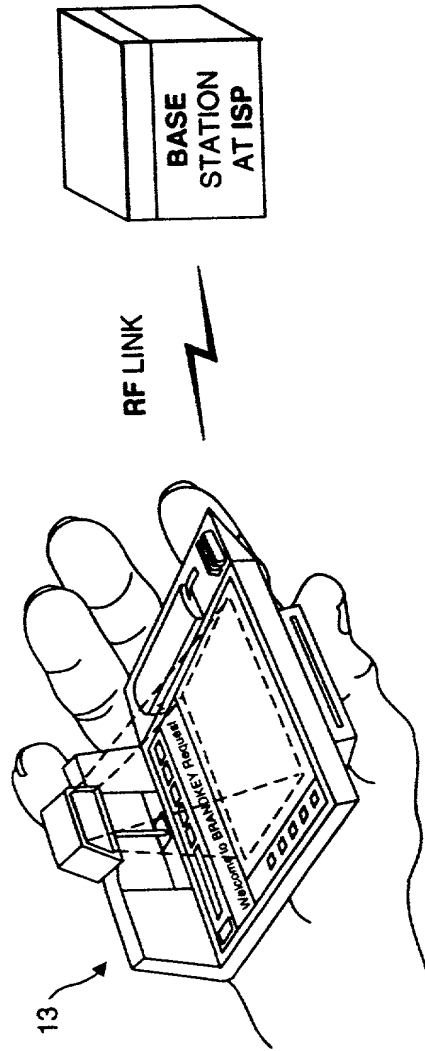


FIG. 3A6

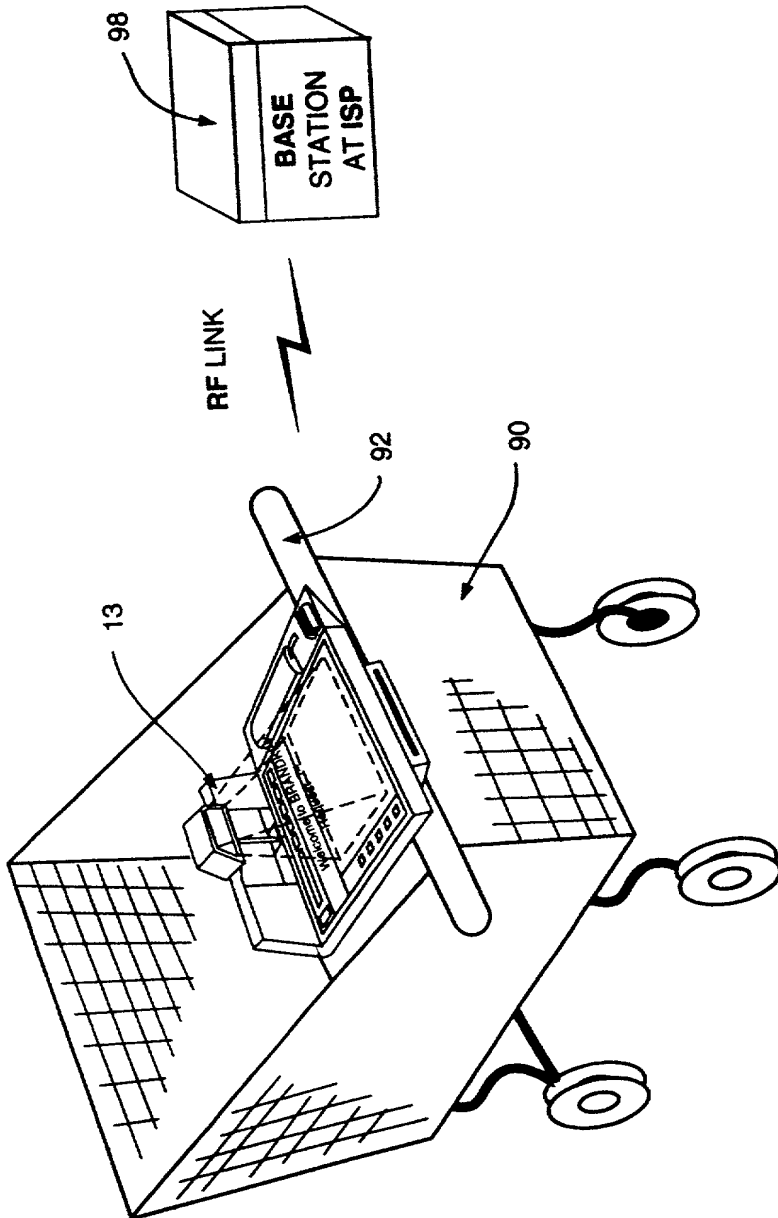


FIG. 3A7

200211040050001

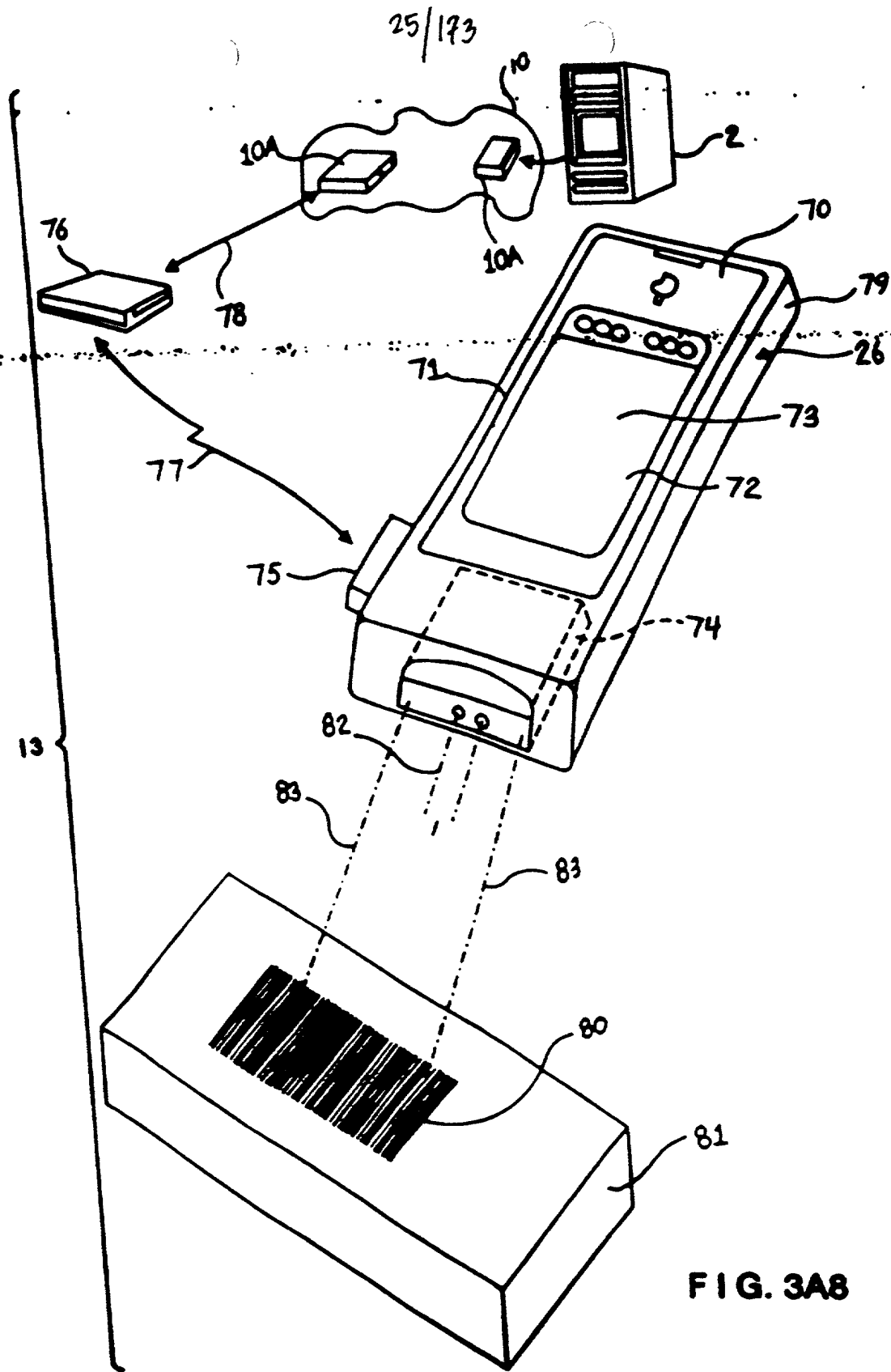
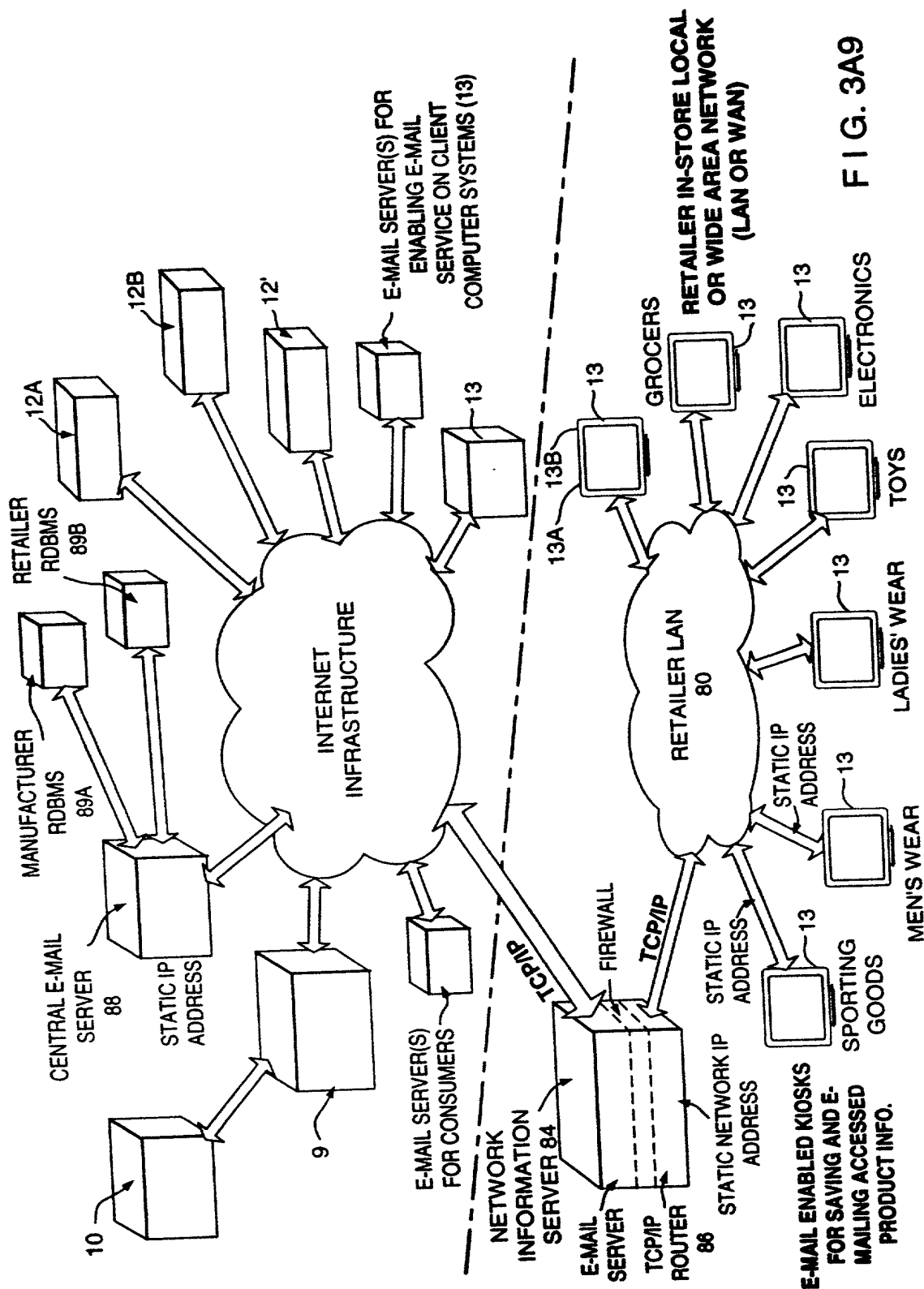


FIG. 3A8



27/173

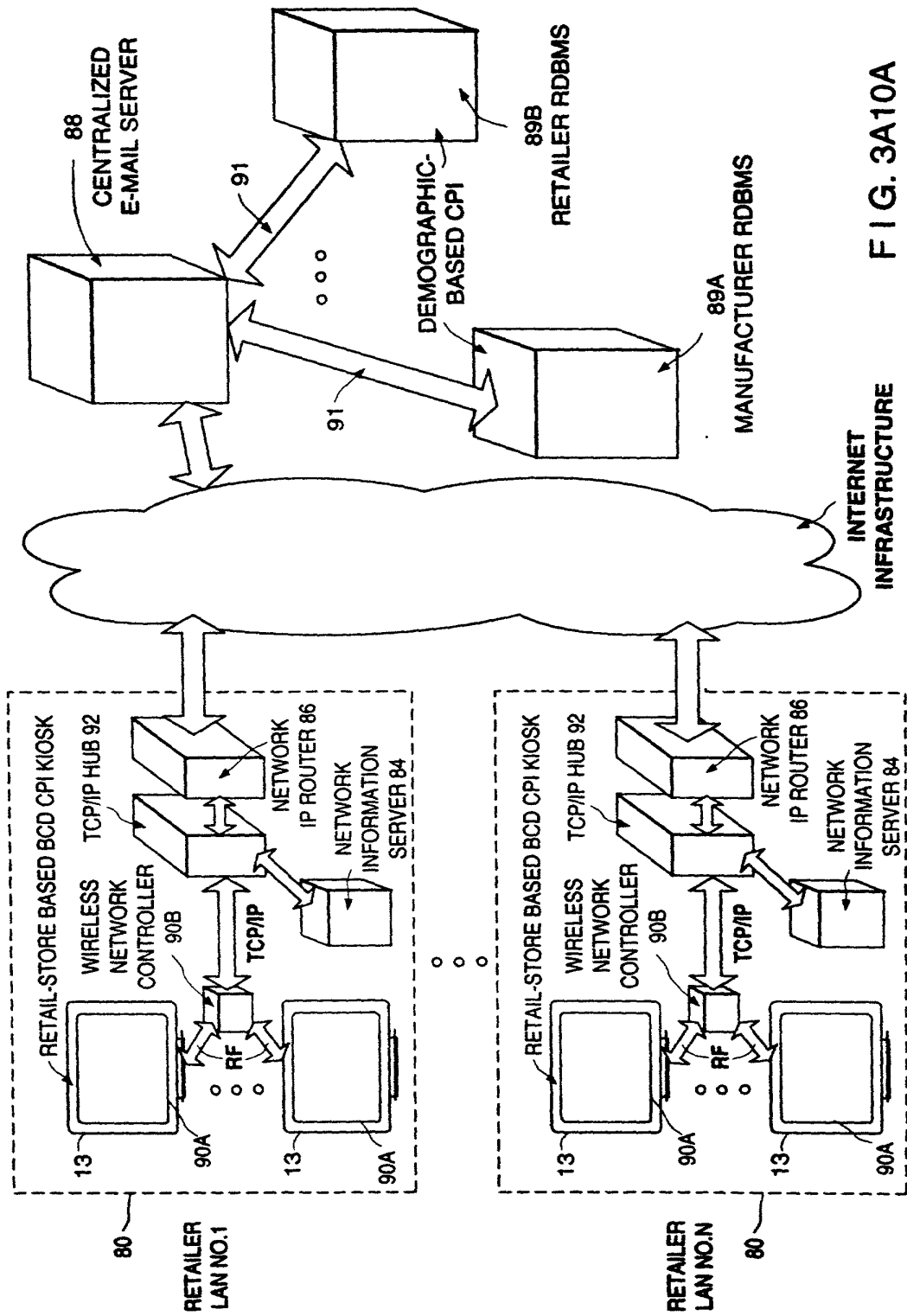


FIG. 3A10A

20/173

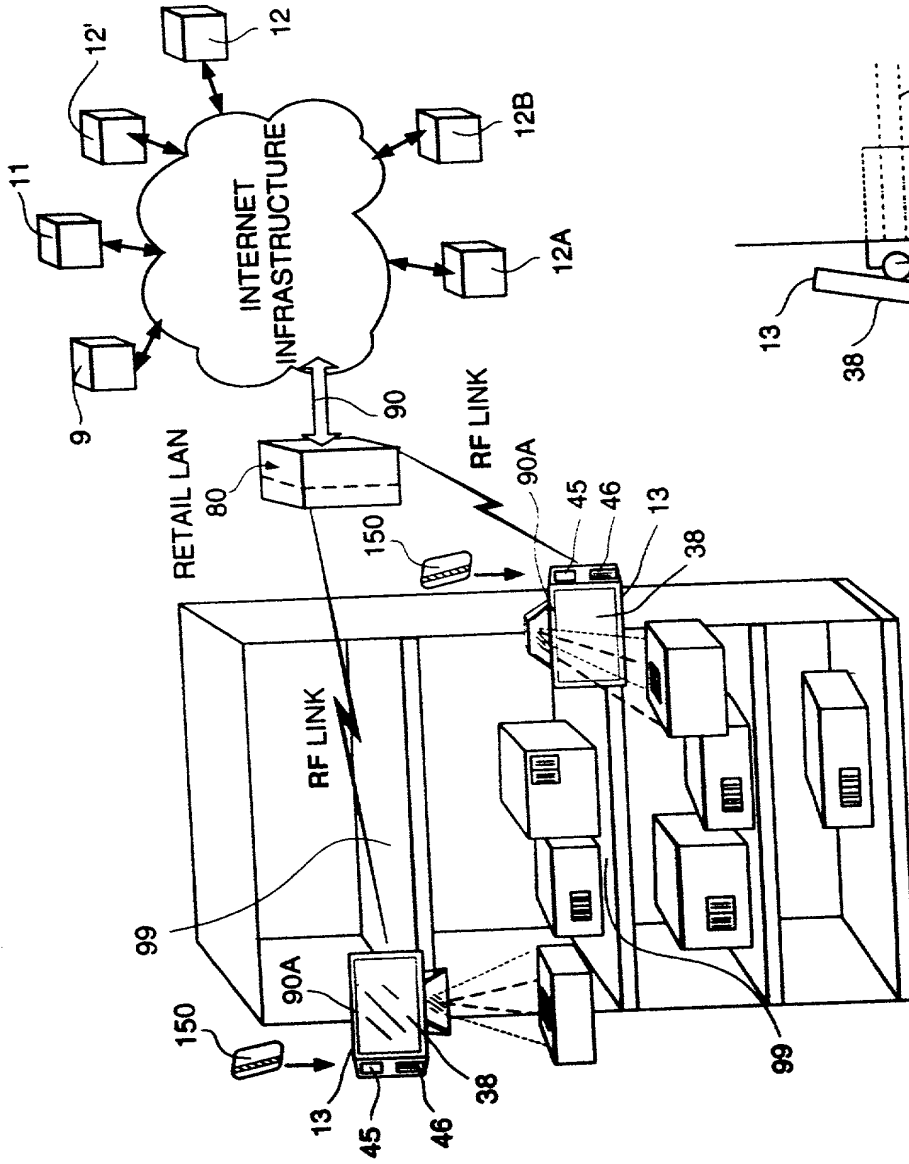


FIG. 3A10B

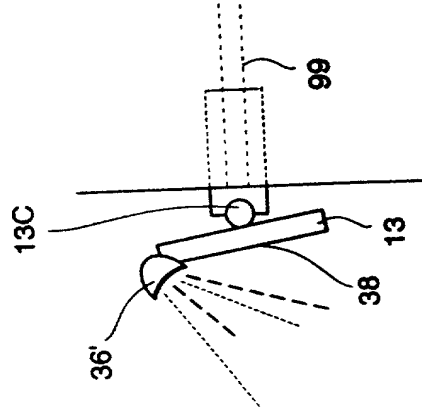


FIG. 3A10D

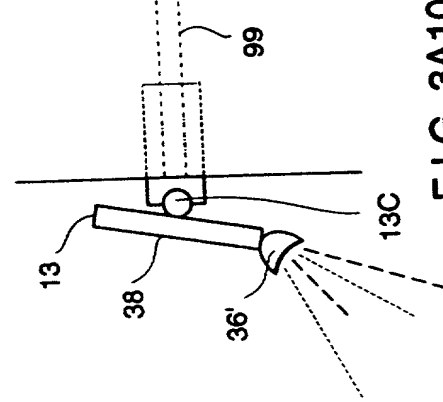


FIG. 3A10C

30/173

[illegible]

FIG. 3A12

31/193

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT
- iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A

FIG. 3A13A

10059078-012802

32/173

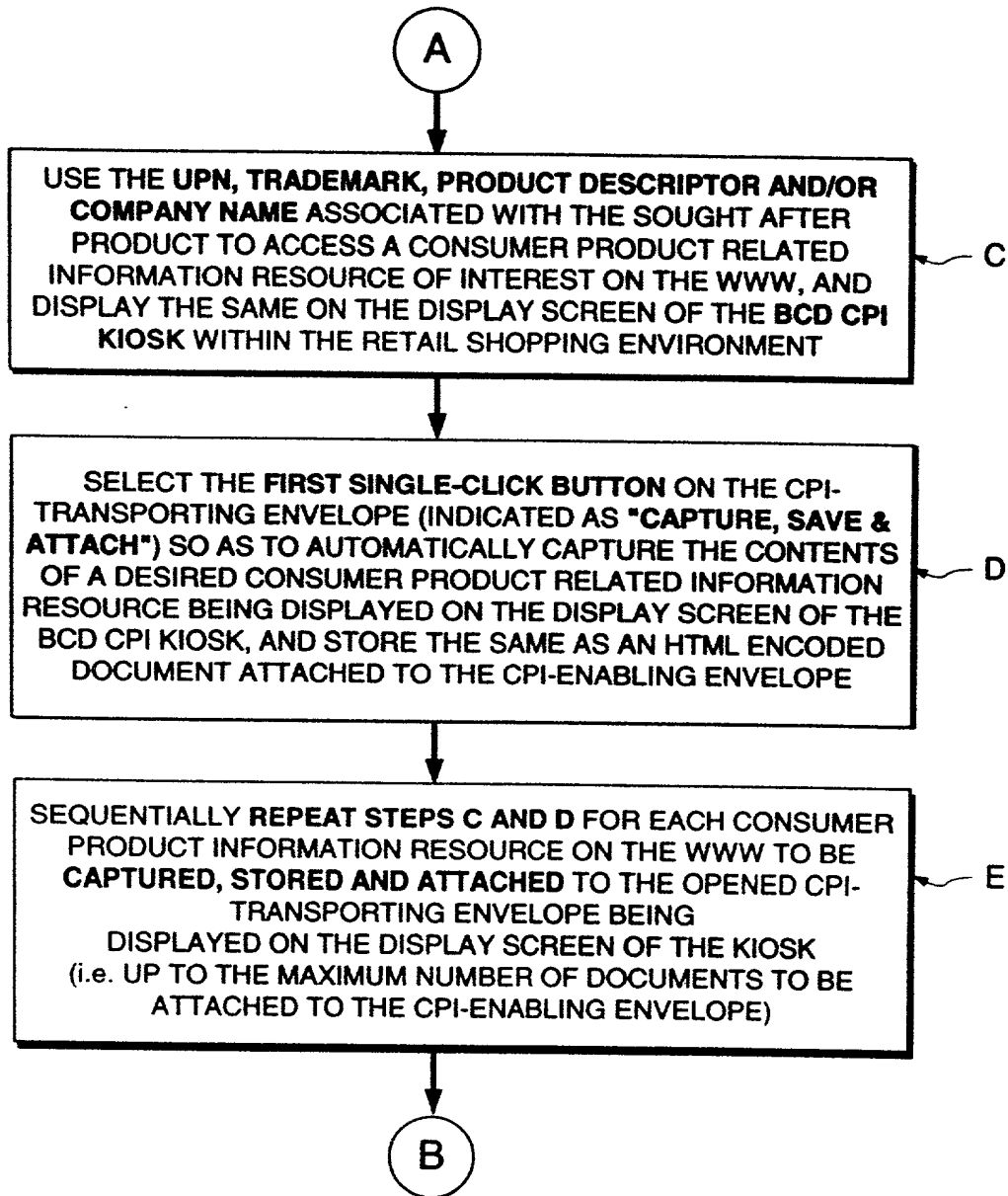


FIG. 3A13B

B

UPON CAPTURING, STORING AND ATTACHING A DESIRED NUMBER OF CONSUMER PRODUCT RELATED INFORMATION RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT THE SECOND SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND") THE CPI-TRANSPORTING ENVELOPE TO THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE DURING STEP D, AND THEREAFTER, AUTOMATICALLY

F

MAINTAIN AN INFORMATION RECORD OF EACH CPI-TRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON THE E-MAIL SERVER ON EACH RETAILER TCP/IP INFORMATION NETWORK, AND TRANSPORT A COPY THEREOF TO THE CENTRAL E-MAIL SERVER

G

FIG. 3A13C

34/173

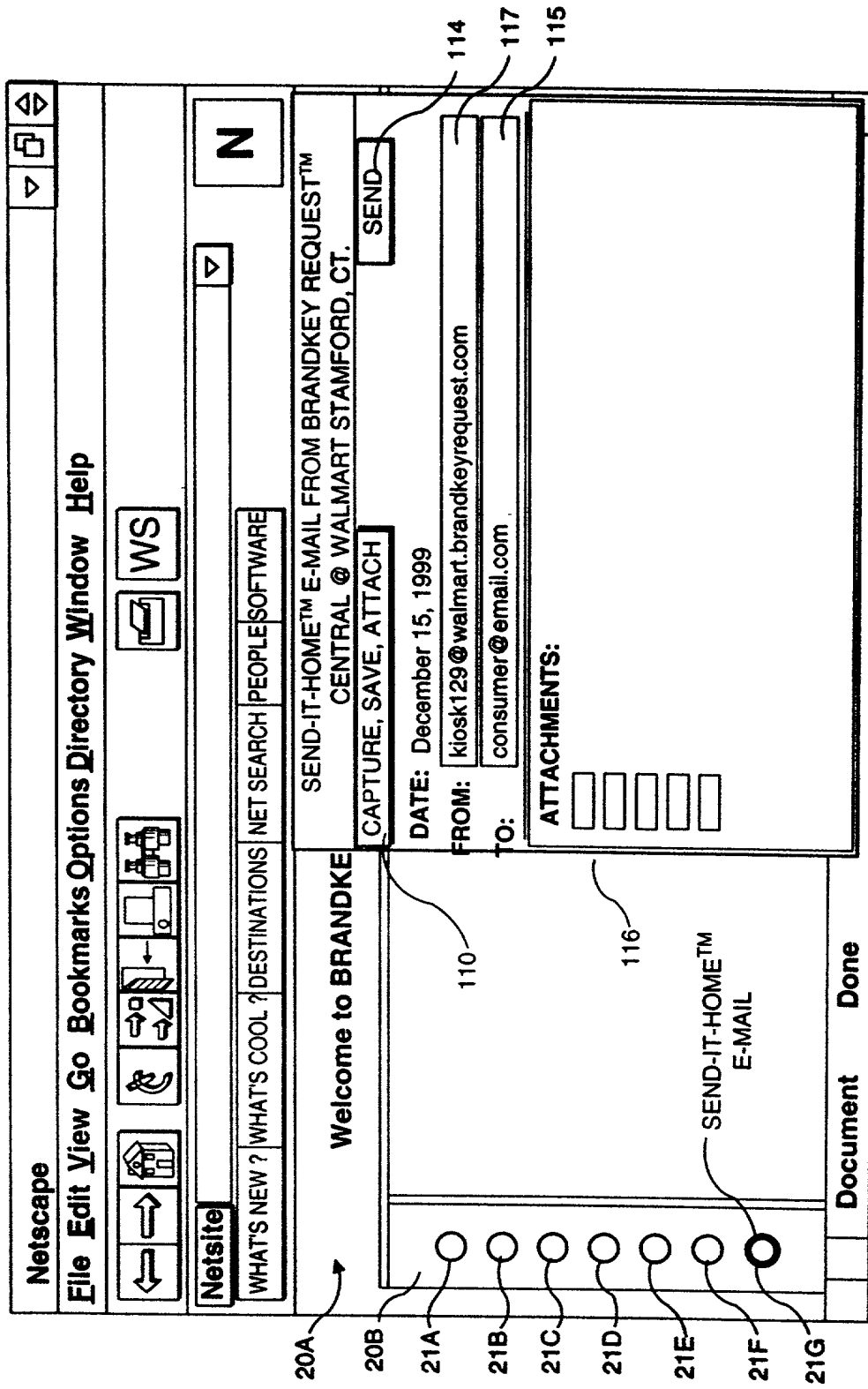


FIG. 3A14

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK**
- ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER**
- iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER**
- iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION**

A

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A

FIG. 3A15A

36/193

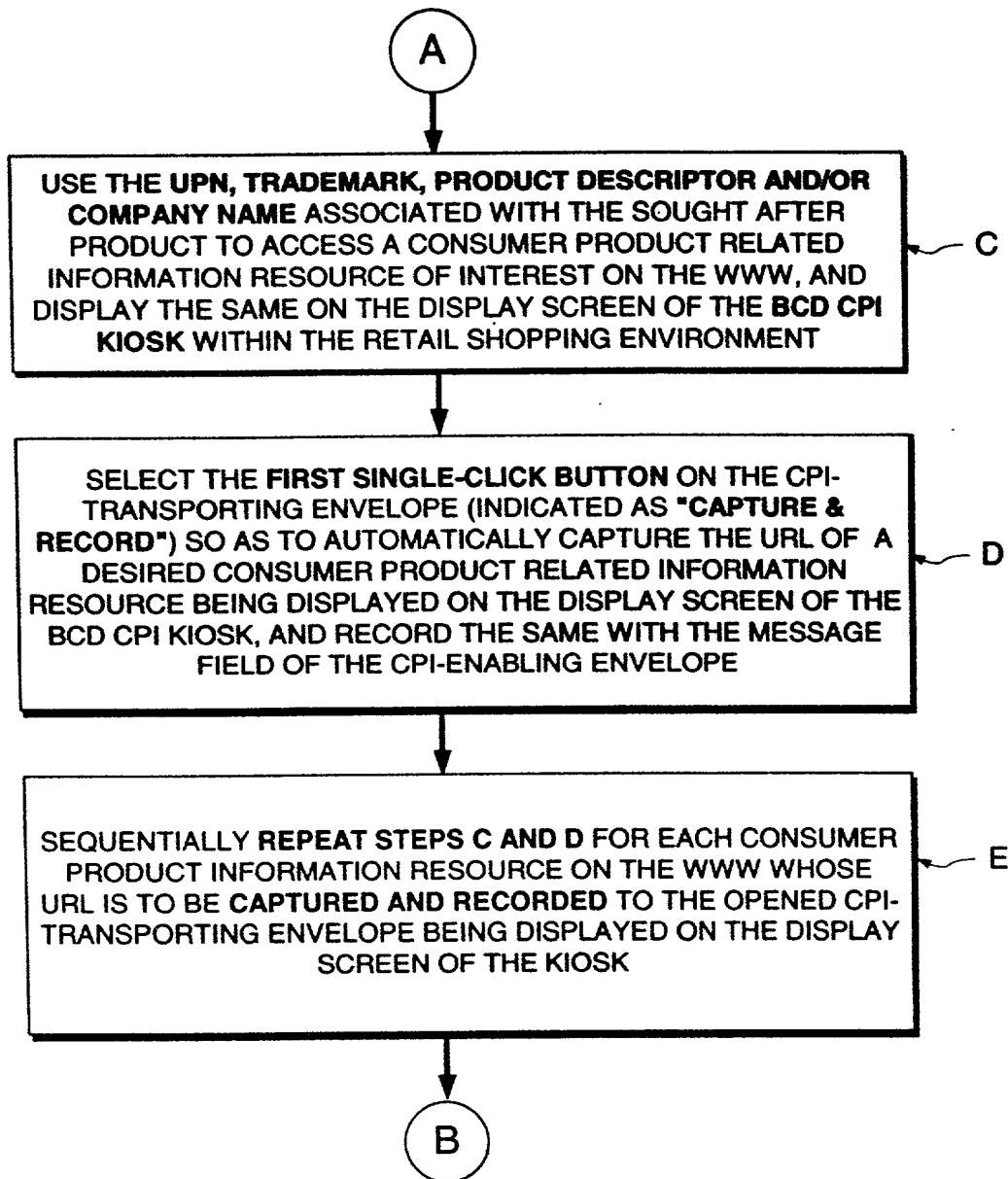


FIG. 3A15B

31/173

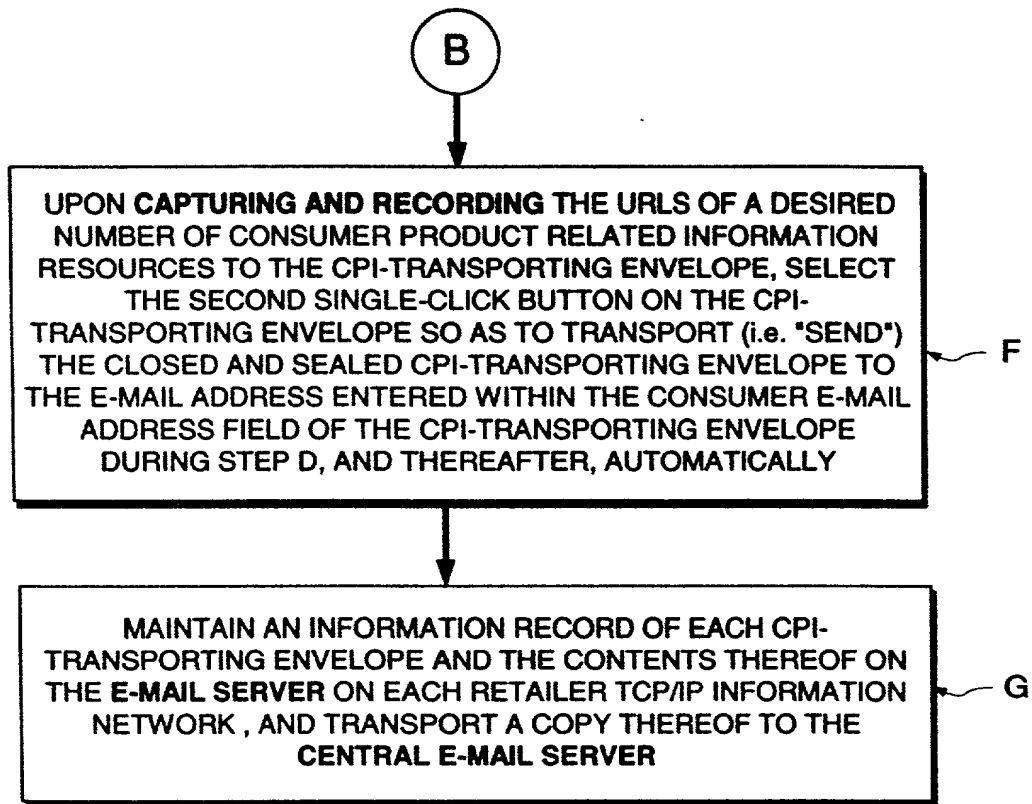


FIG. 3A15C

10059078.012802

30/173

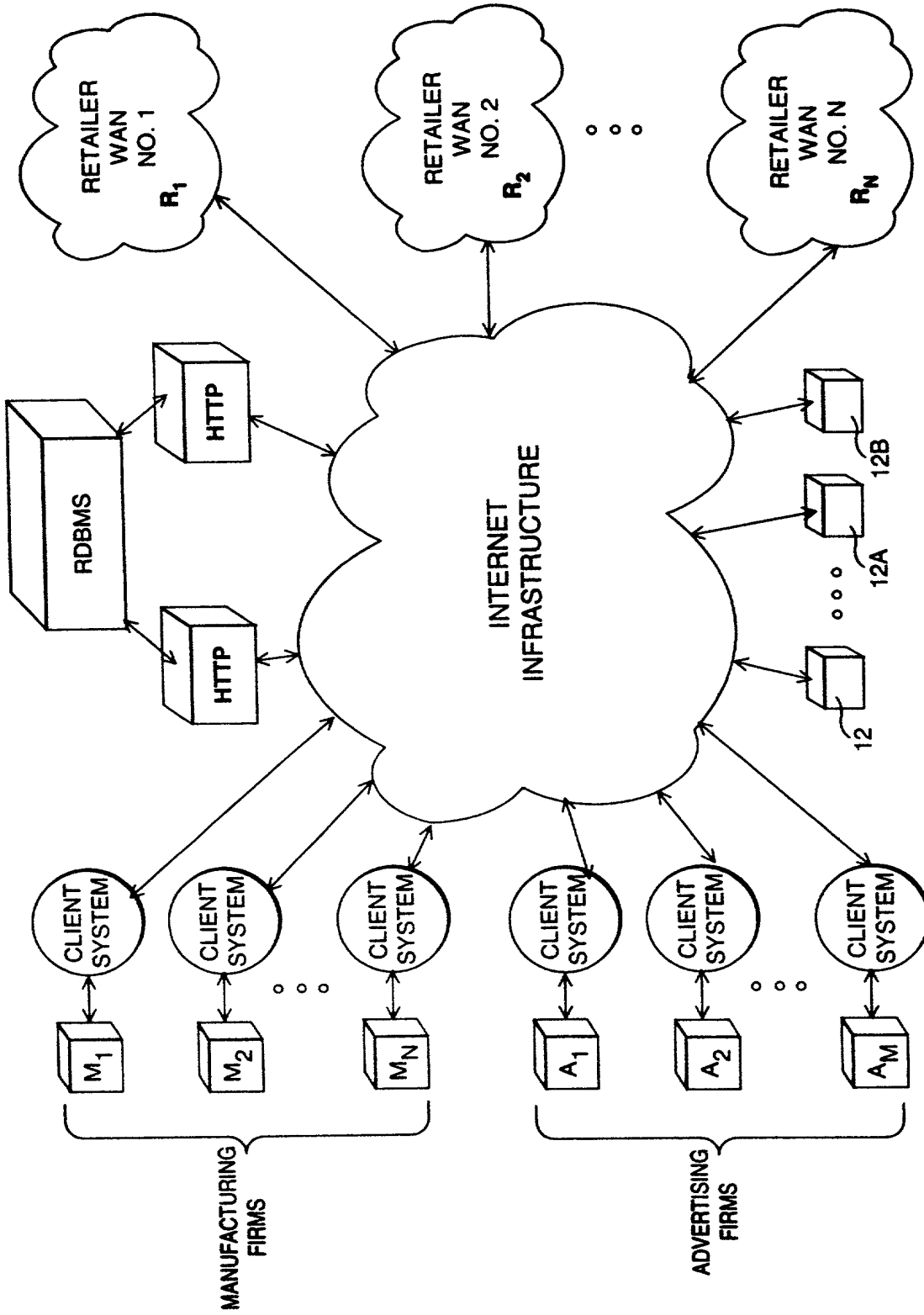


FIG. 3A17

39/173

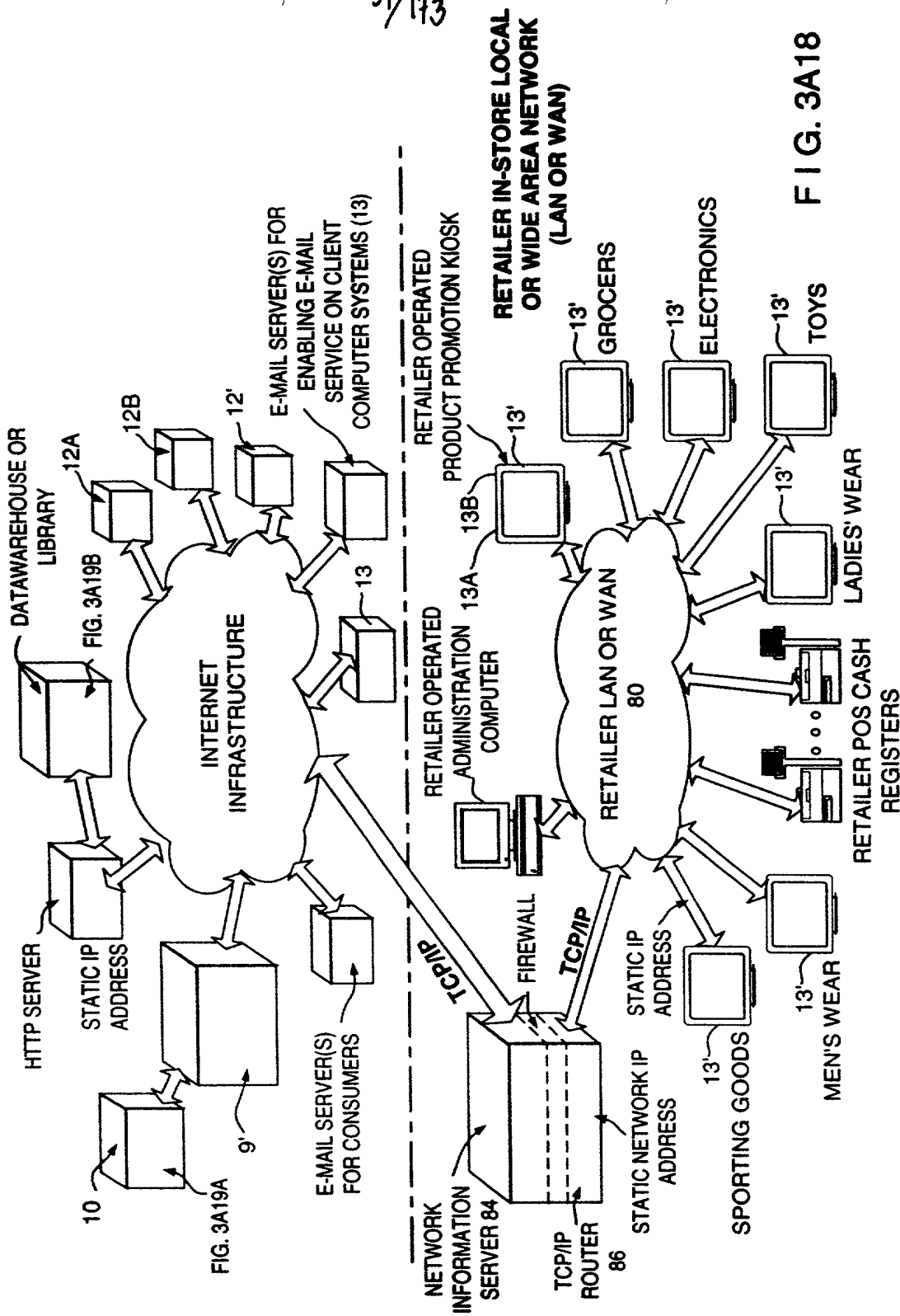
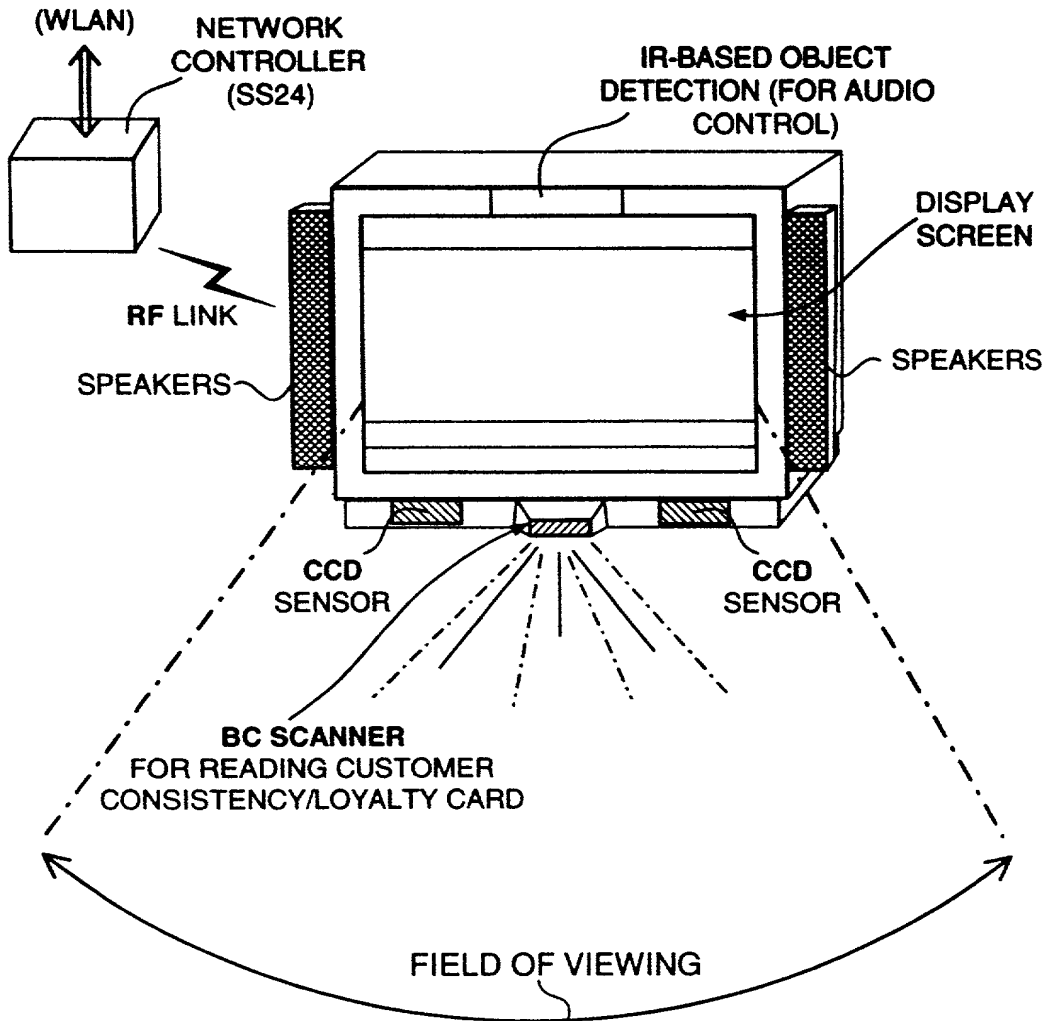


FIG. 3A18

UPN	RETAILER	URL NO. 1	...	URL NO. N	TRADEMARKS	PRODUCT DESCRIPTION	E-MAIL
			...				
...

FIG. 3A19A

41/173



FEATURES:

- EYE TRAINING AND ACCOUNTING SUBSYSTEM
- TRACKS DETECTED EYEBALL

FIG. 3A19C

10059078-012803

42/173

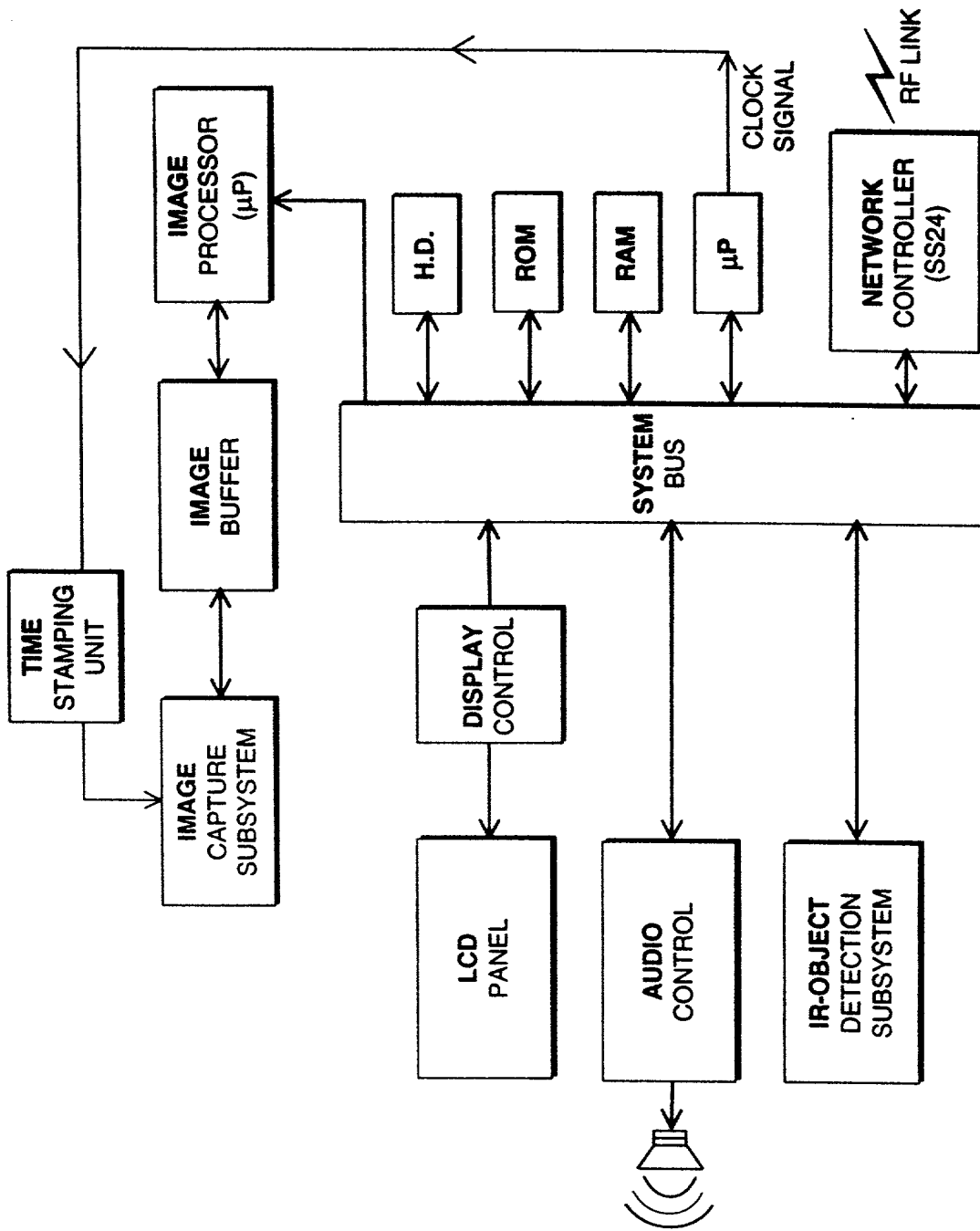


FIG. 3A19D

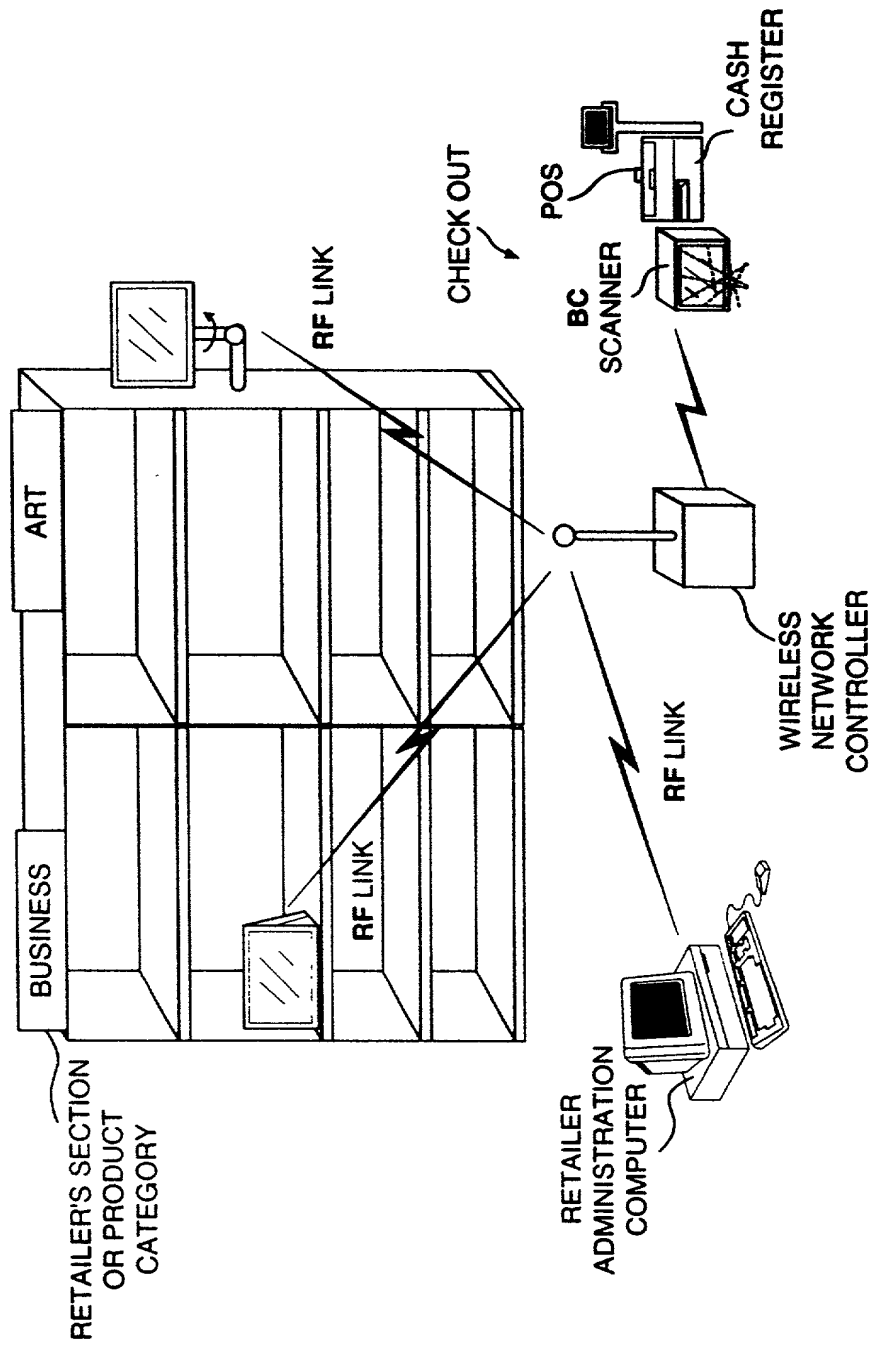


FIG. 3A20

DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1)
DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER
DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)
DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)

FIG. 3A21A

45/173

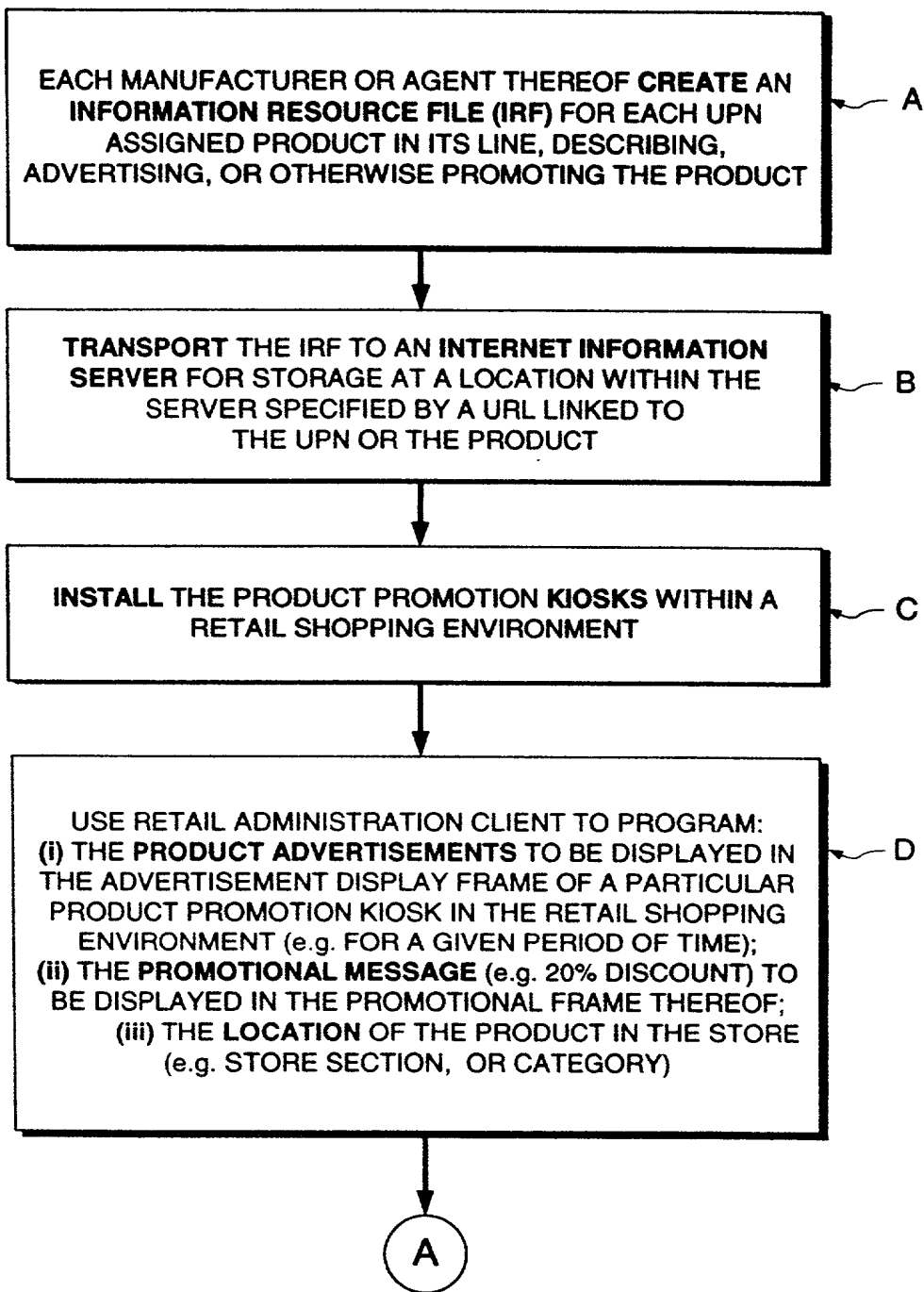


FIG. 3A22A

46/173

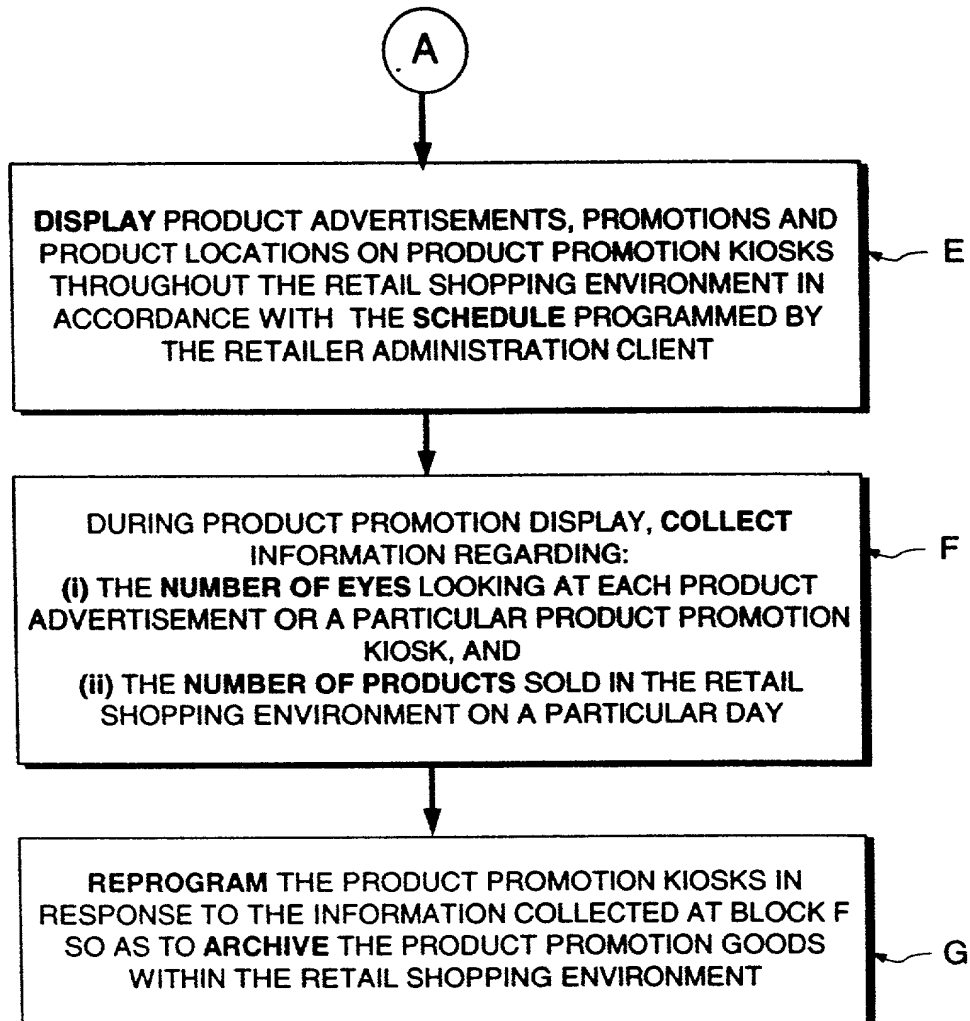


FIG. 3A22B

18/173

UPN (PRODUCT)	TIME/DATE	EYE COUNTS	URL/AD	# OF UPN SOLD ON SAME DATE	# OF UPN SOLD ON 2ND DATE	# OF UPN SOLD ON 3RD DATE	# OF UPN SOLD ON 4TH DATE

FIG. 3A24

REPORT

49/173

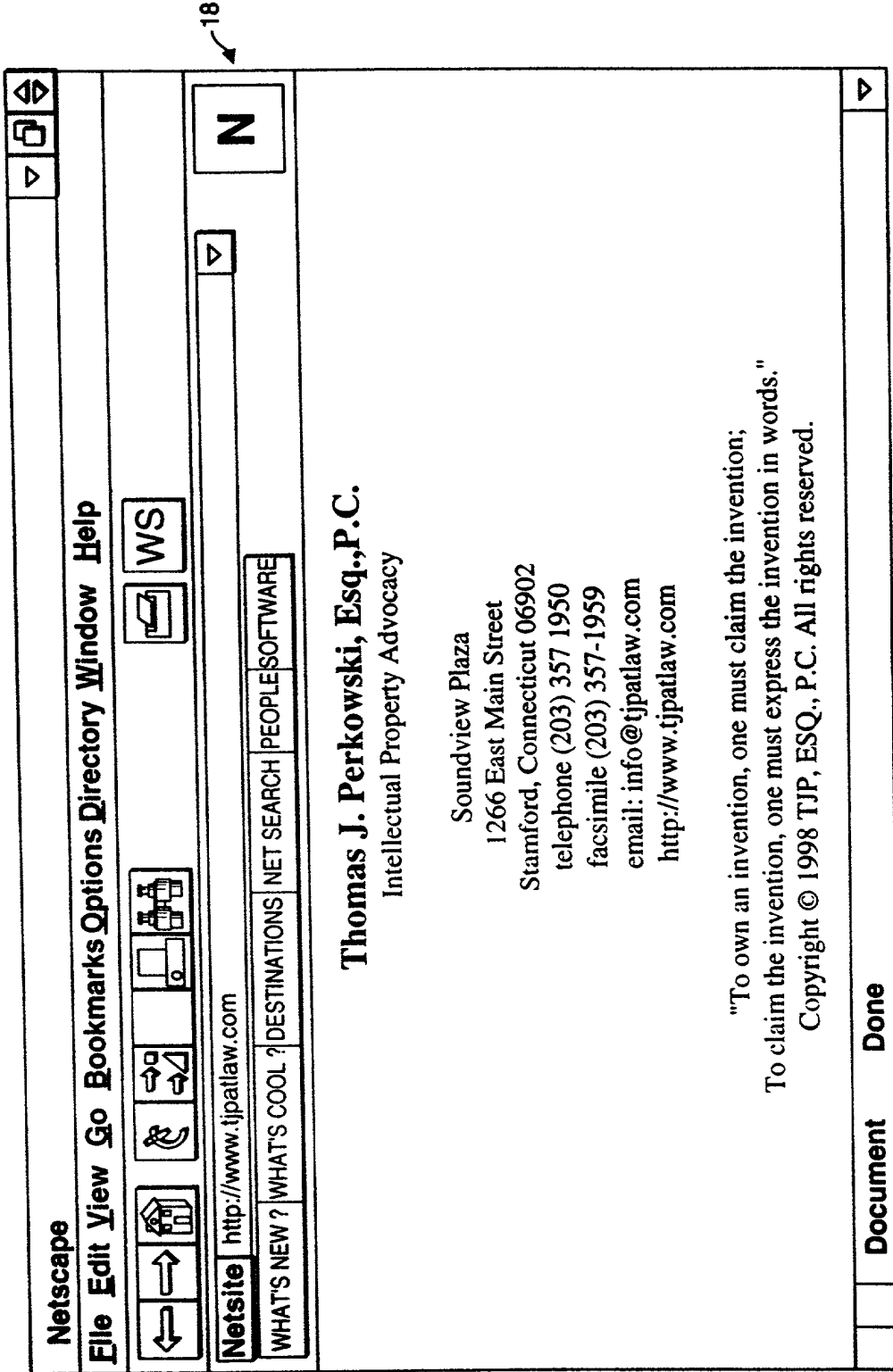


FIG. 3B

50/173

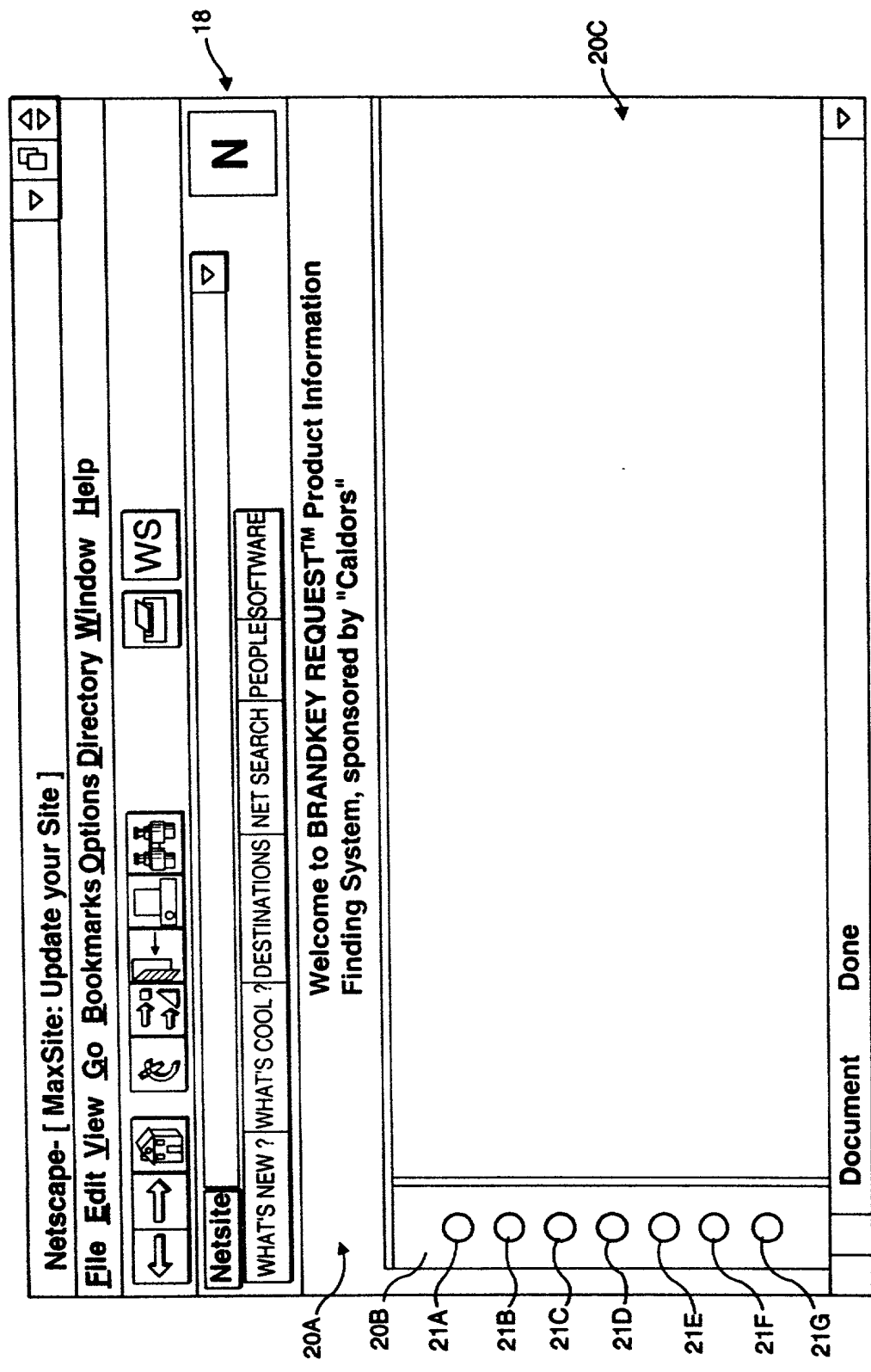


FIG. 3C

5/173

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/17674/ 0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	http://www.power.com/pc	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http://www.tooth.com/pc	CREST			
3/12547/68404/ 0	WARNER WELCOME	ACID REDUCER	http://www.zantac.com/pc	ZANTAC ZANTAC 75			
0/00005/17643/ 4	KODAK, INC.	FILM PROCESSING	http://www.kodak.com/pc	KODAK			
• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •
0/27242/51057/ 9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/pc	SONY			

CONSUMER PRODUCT INFO. REQUEST,
CPIR-ENABLING APPLT LIBRARY

FIG. 4A1

URL _i	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLA- NEOUS INFORMATION FIELD	PRODUCT ADVERTI- SEMENT INFORMATION FIELD
• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •

FIG. 4A2

I P / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
• • •	• • •	• • •	• • •	• • •	• • •

FIG. 4B

Manufacturer	
Company Name	
Street Address	
City	
State	
Postal Code	
Country	
Manufacturer ID Number	
Contact Person	
Phone Number	
E-Mail	
Domain Name	
Website Creation Date	
Website Existence	
Manufacturer Website URL	

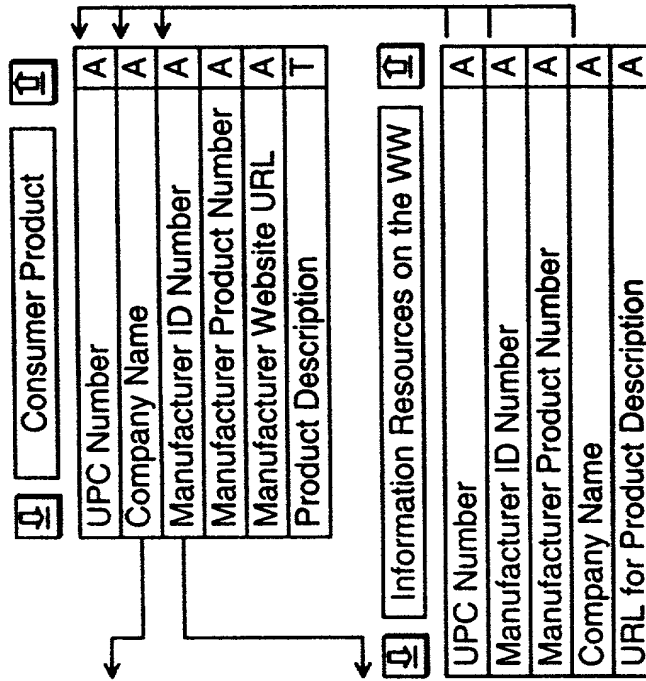


FIG. 4C1

FIG. 4C

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2

Info. Resources on WWW
UPC Number
Manufacturer ID Number
Manufacturer Product Number
Company Name
URL For Product Description
URL For Product Manual
URL For Warranty Service
URL For WWW Advertisement
URL For WWW Advertisement
URL For WWW Advertisement
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Retailer No.1
URL For Product Retailer No.2
URL For Product Retailer No.3
URL For Direct Product Purchase
URL For Complementary Product
URL For Complementary Product
URL For Complementary Product
URL For Company Annual Report
URL For Company Stock Purchase

FIG. 4C3

56/173

RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

10059078.012803

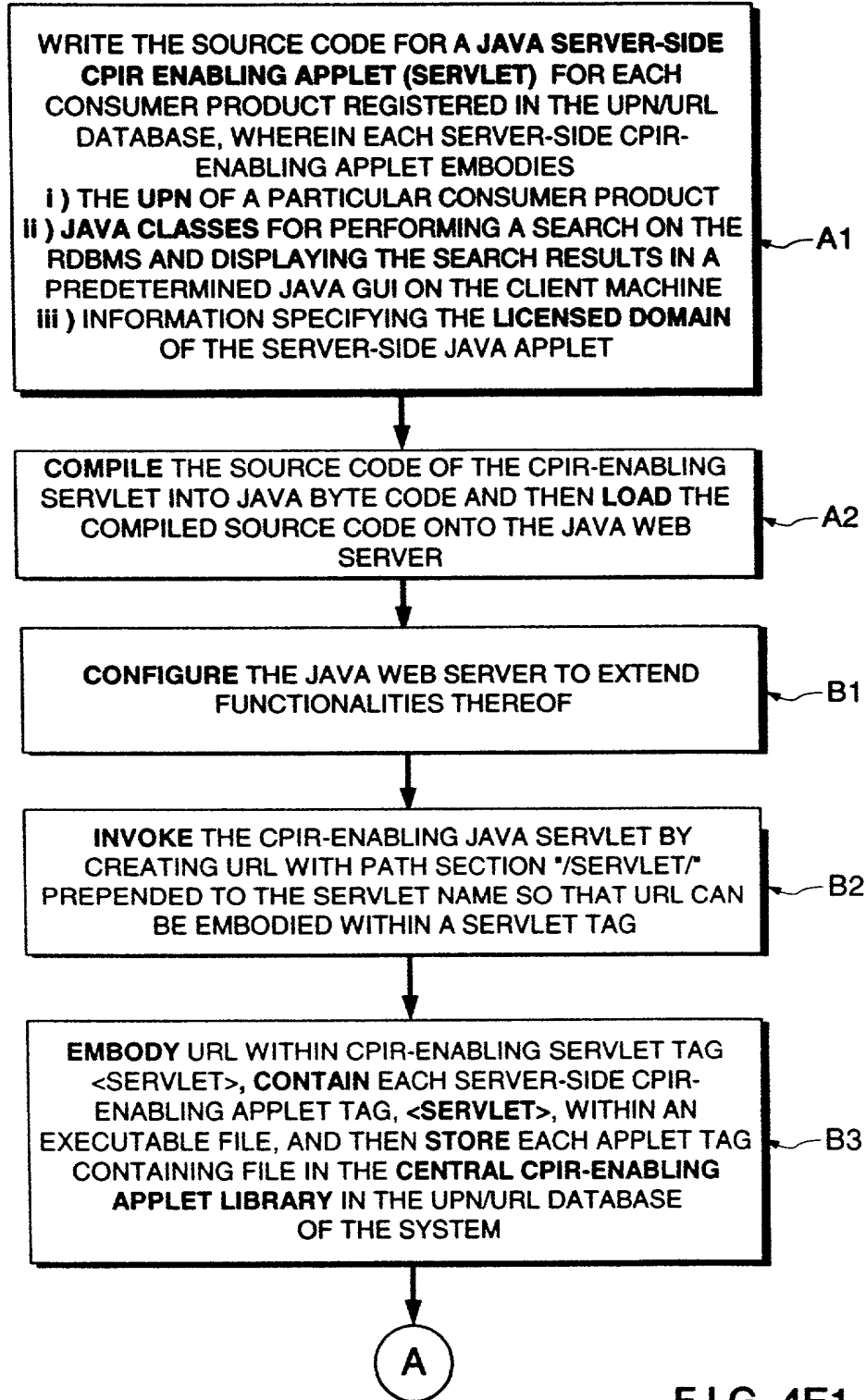


FIG. 4E1

50/173

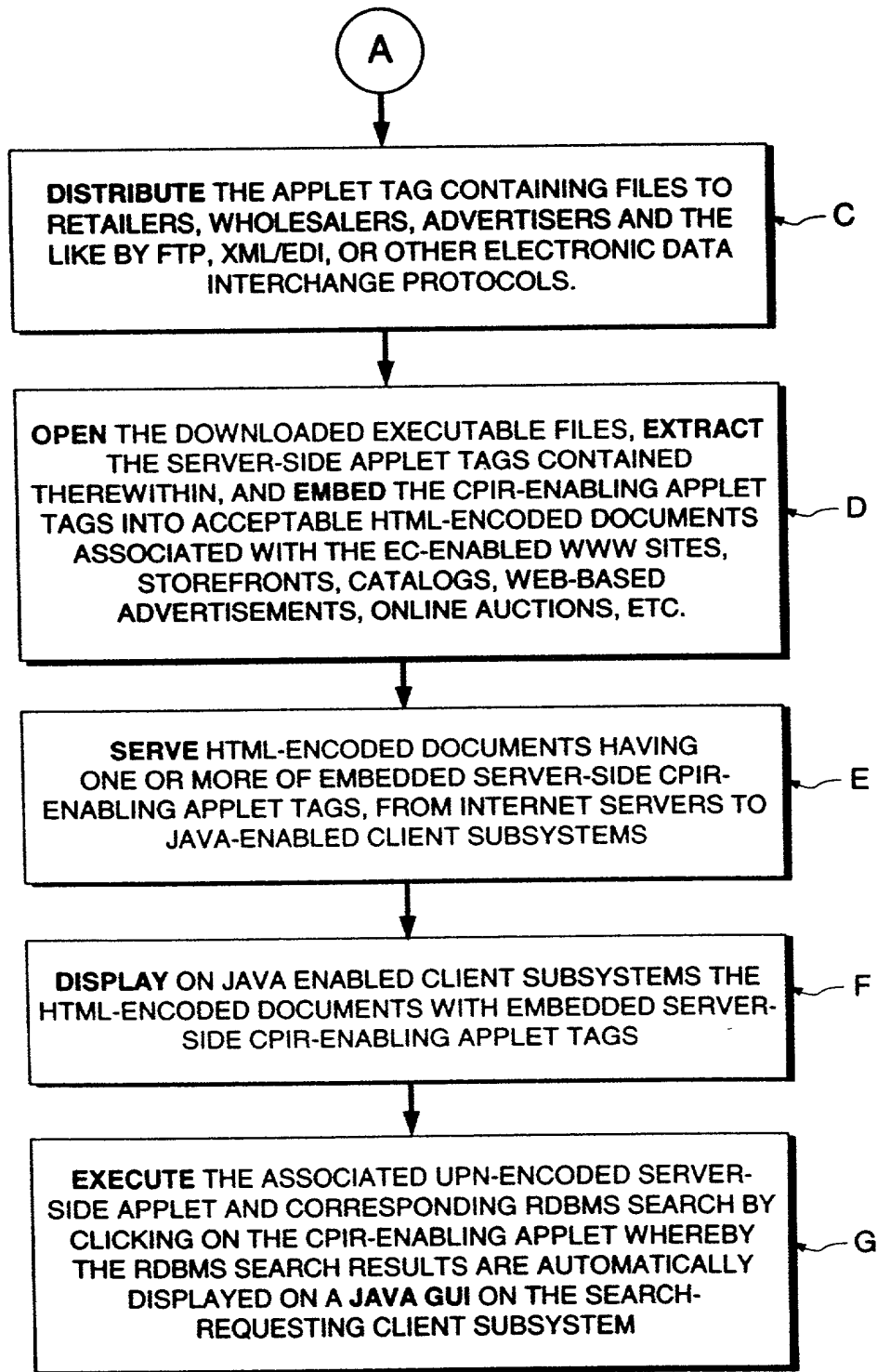


FIG. 4E2

1059073.012003

59/173

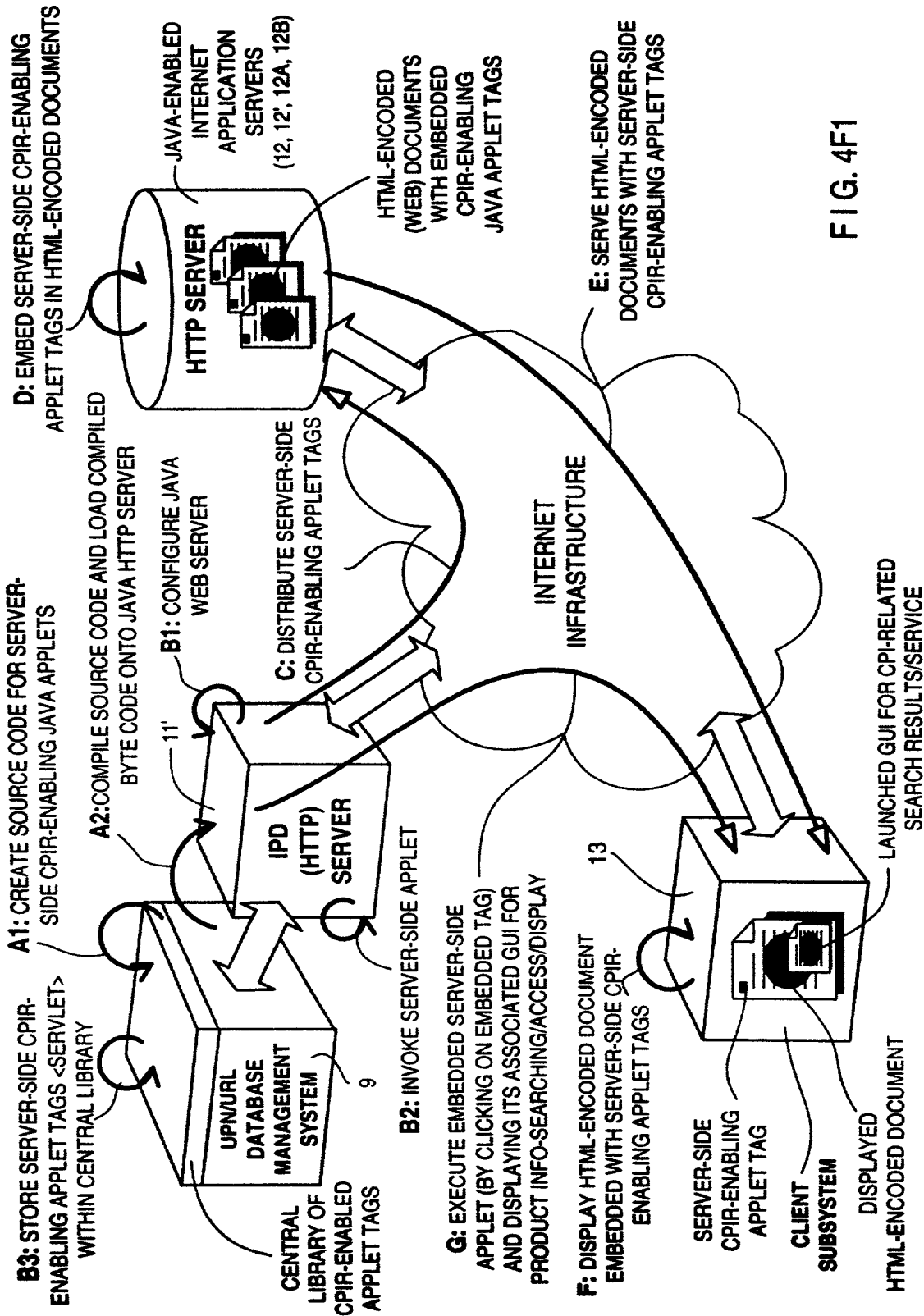


FIG. 4F1

6/13

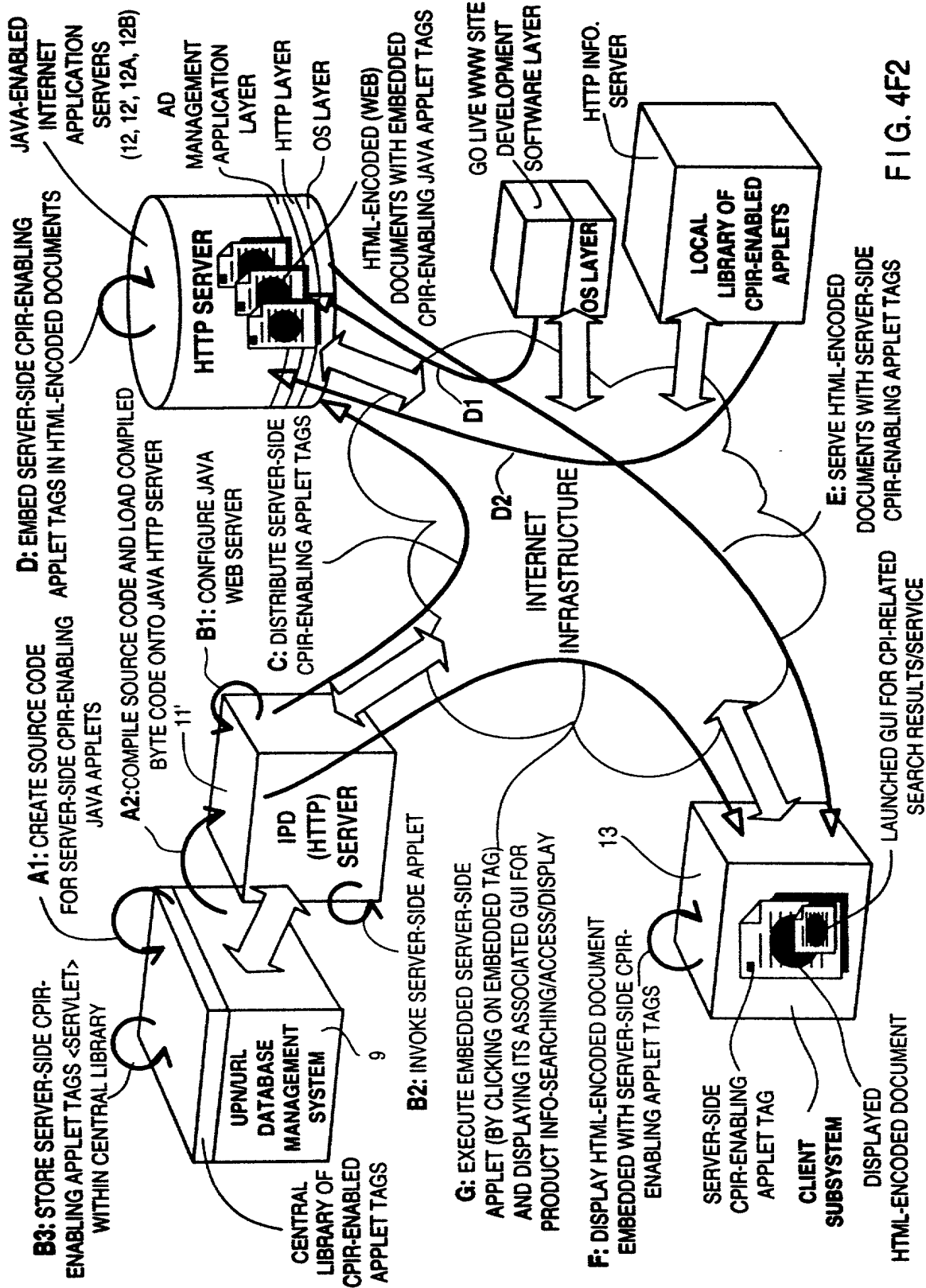


FIG. 4F2

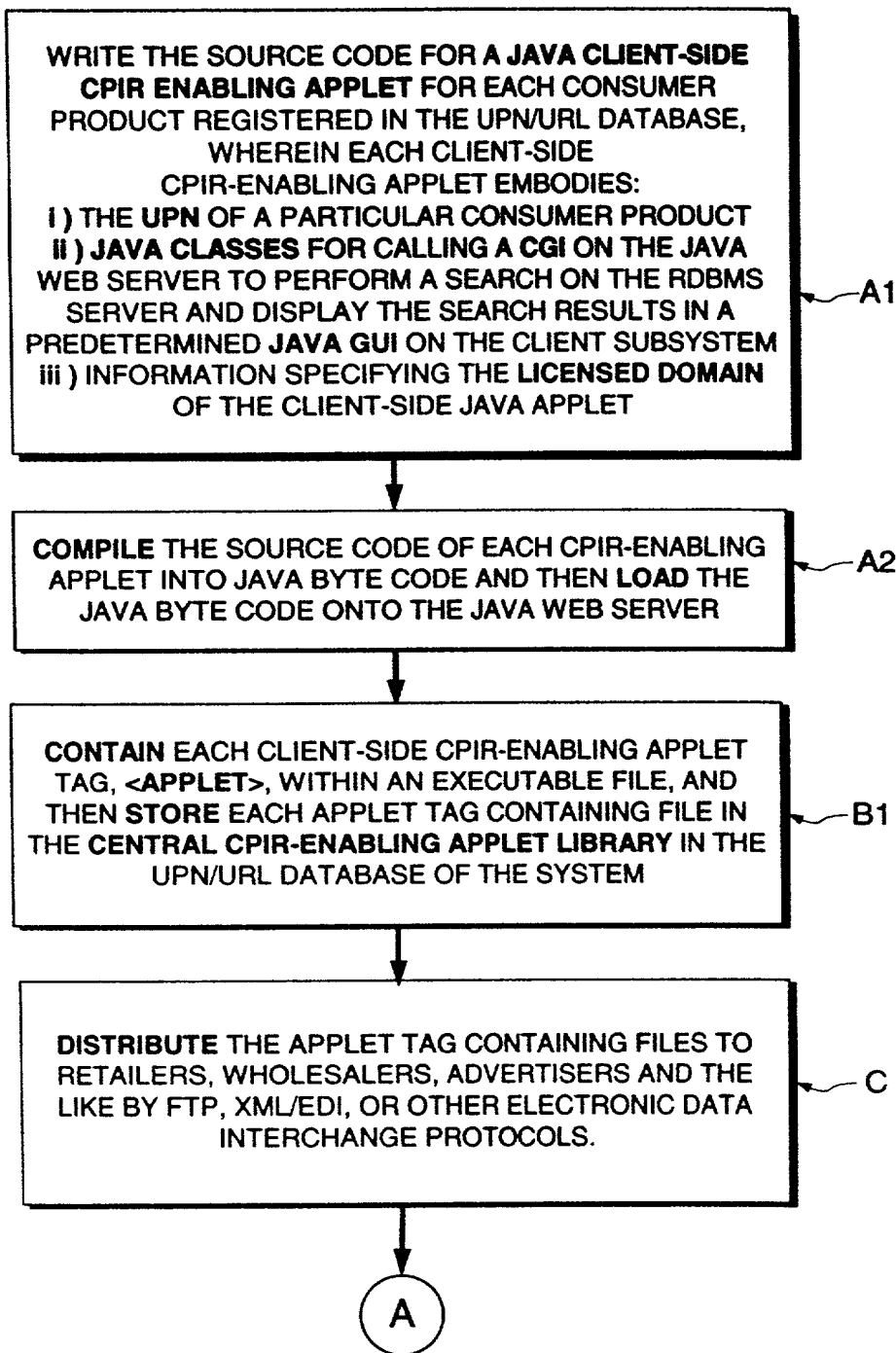


FIG. 4G1

62/173

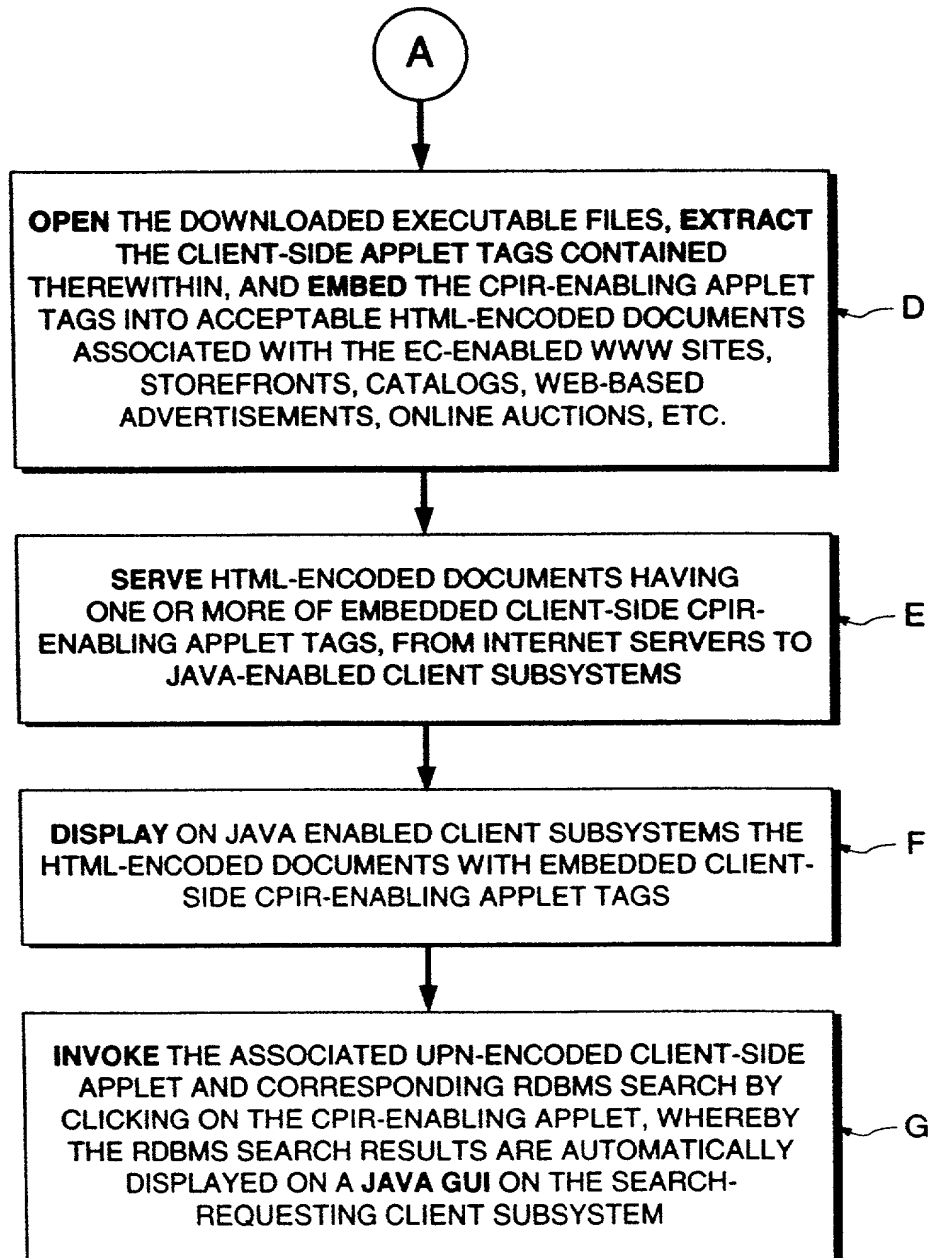


FIG. 4G2

63/173

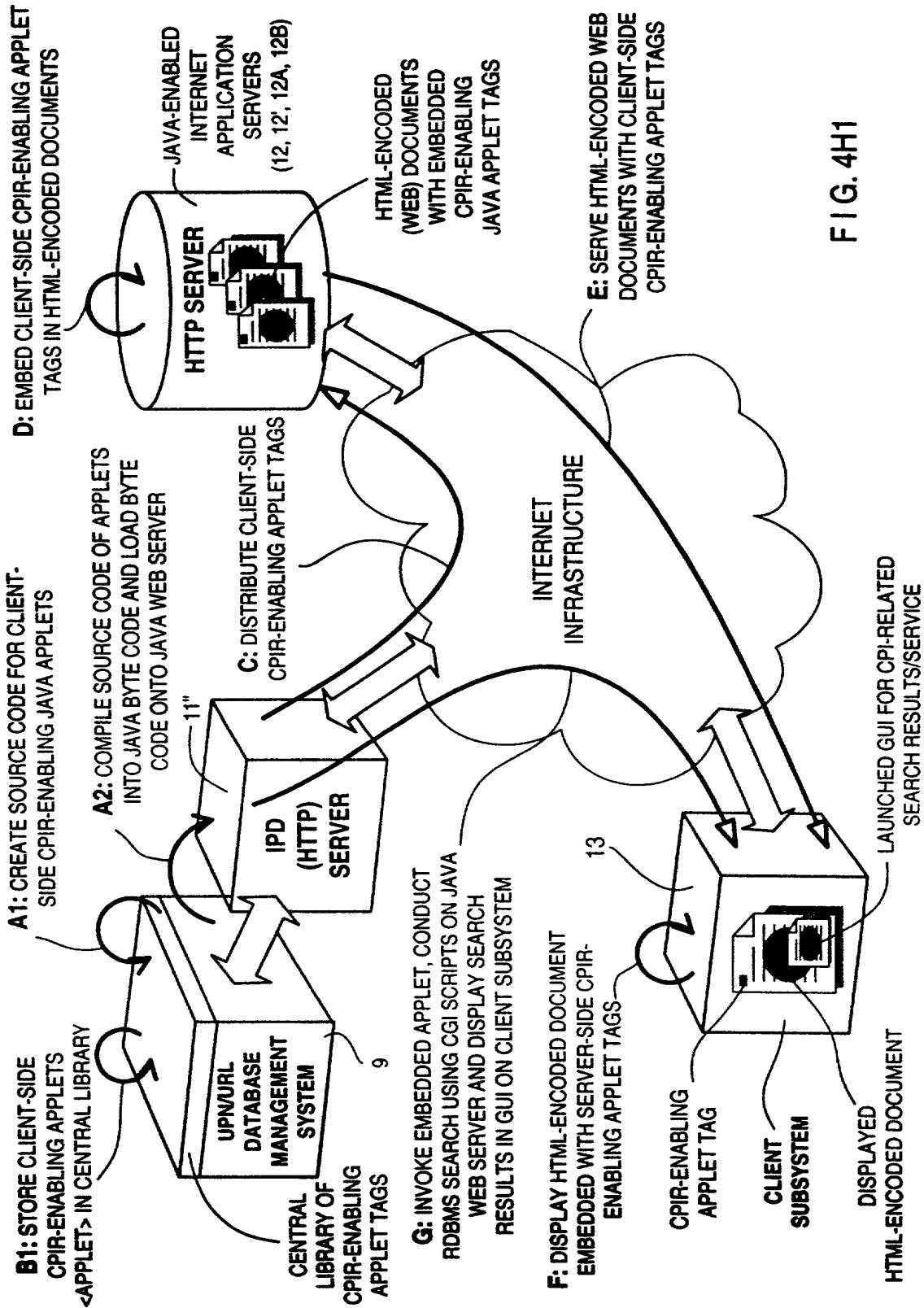


FIG. 4H1

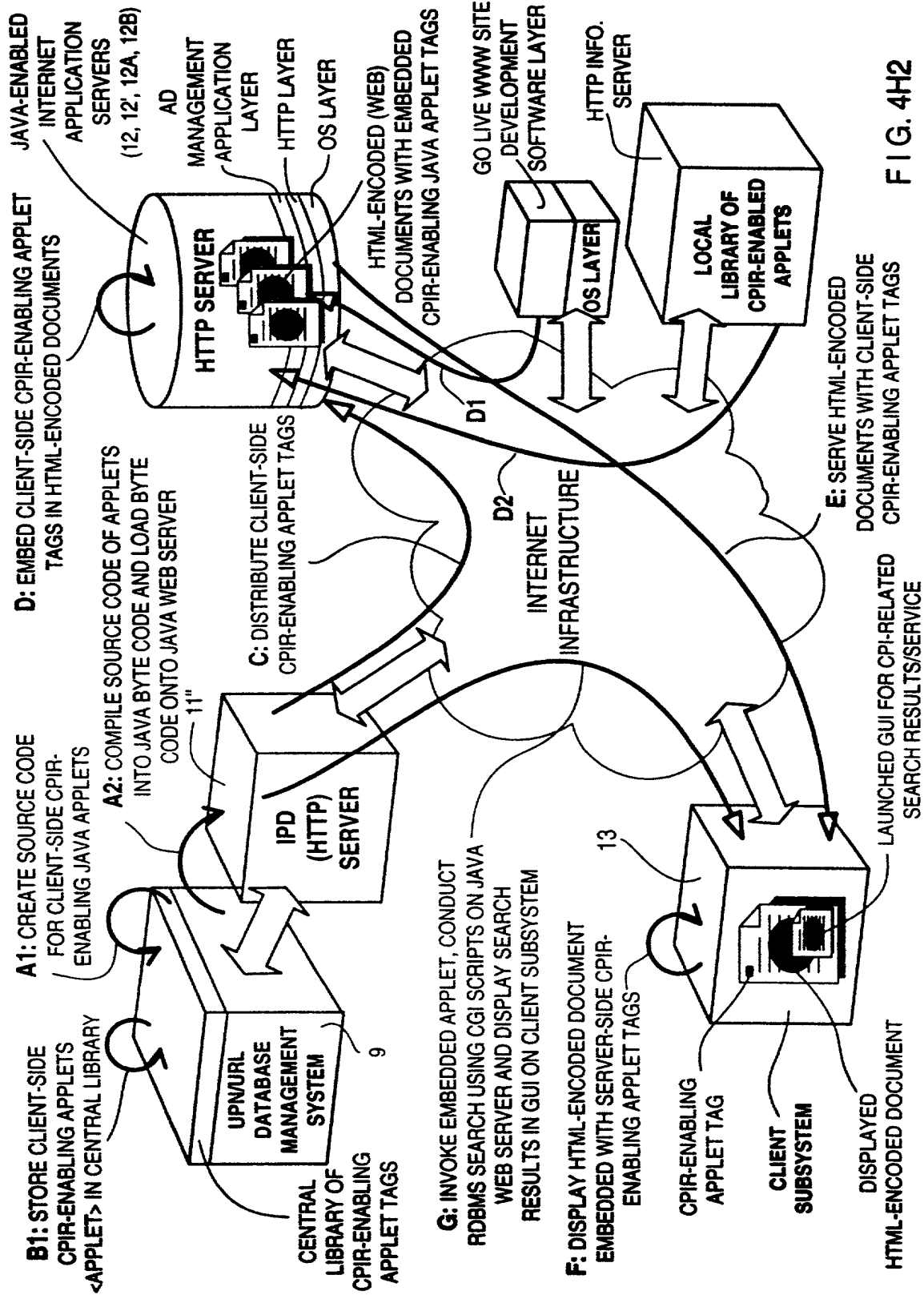


FIG. 4H2

65/193

WRITE THE SOURCE CODE FOR A **JAVA CLIENT-SIDE CPIR ENABLING APPLET** FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE CPIR-ENABLING APPLET EMBODIES:

- i) THE UPN OF A PARTICULAR CONSUMER PRODUCT
- ii) **JAVA CLASSES** FOR CREATING A **SOCKET CONNECTION** BETWEEN THE CLIENT SYSTEM AND JAVA WEB SERVER AND TO PERFORM A SEARCH ON THE RDBMS SERVER, AND DISPLAYING THE SEARCH RESULTS IN A PREDETERMINED **JAVA GUI** ON THE CLIENT SUBSYSTEM
- iii) INFORMATION SPECIFYING THE **LICENSED DOMAIN** OF THE CLIENT-SIDE JAVA APPLET

A1

COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET INTO JAVA BYTE CODE AND THEN **LOAD** THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER

A2

CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG, <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN **STORE** EACH APPLET TAG CONTAINING FILE IN THE **CENTRAL CPIR-ENABLING APPLET LIBRARY** IN THE UPN/URL DATABASE OF THE SYSTEM

B1

DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

C

A

FIG. 411

200270" 8/26/2002

66/173

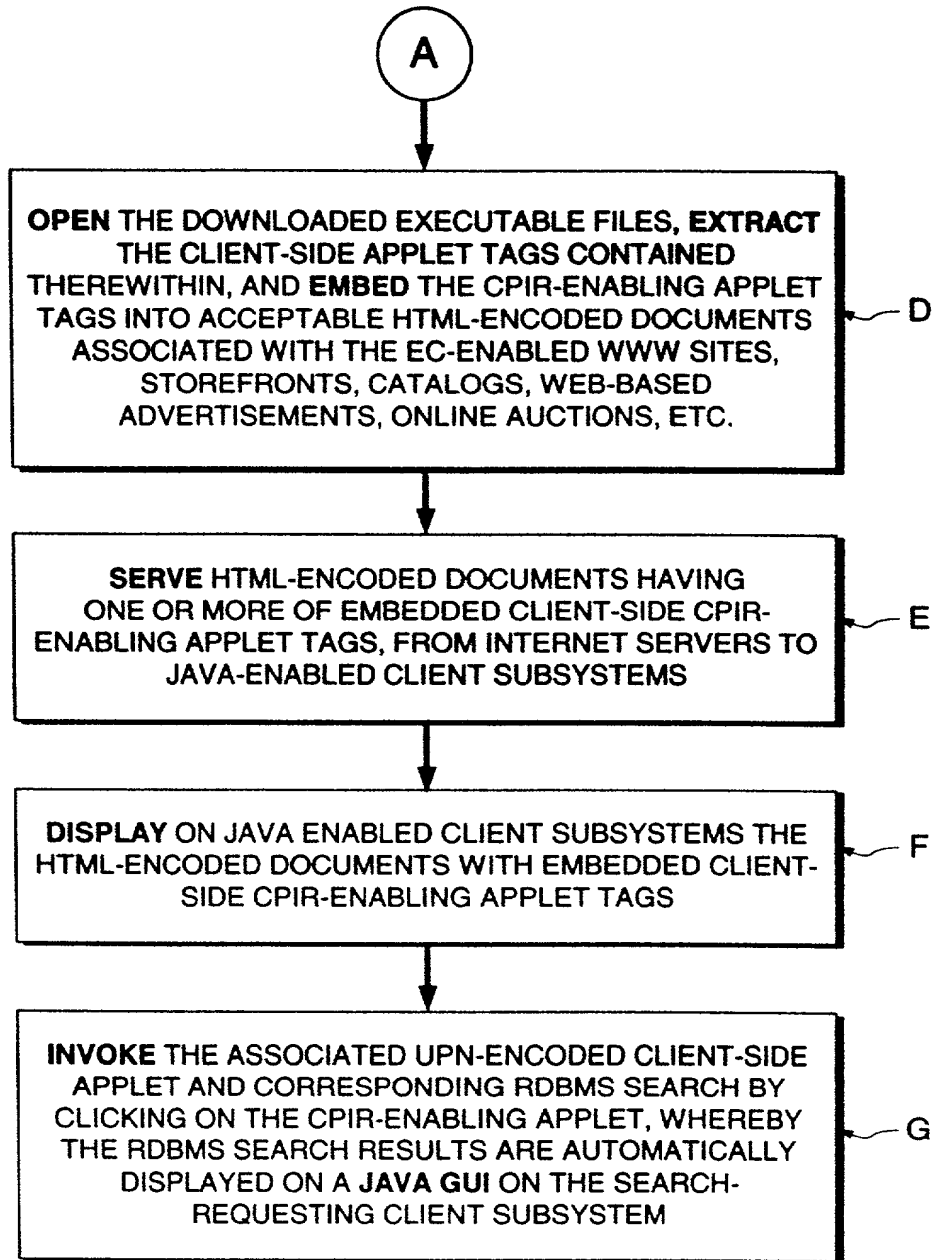


FIG. 412

67/173

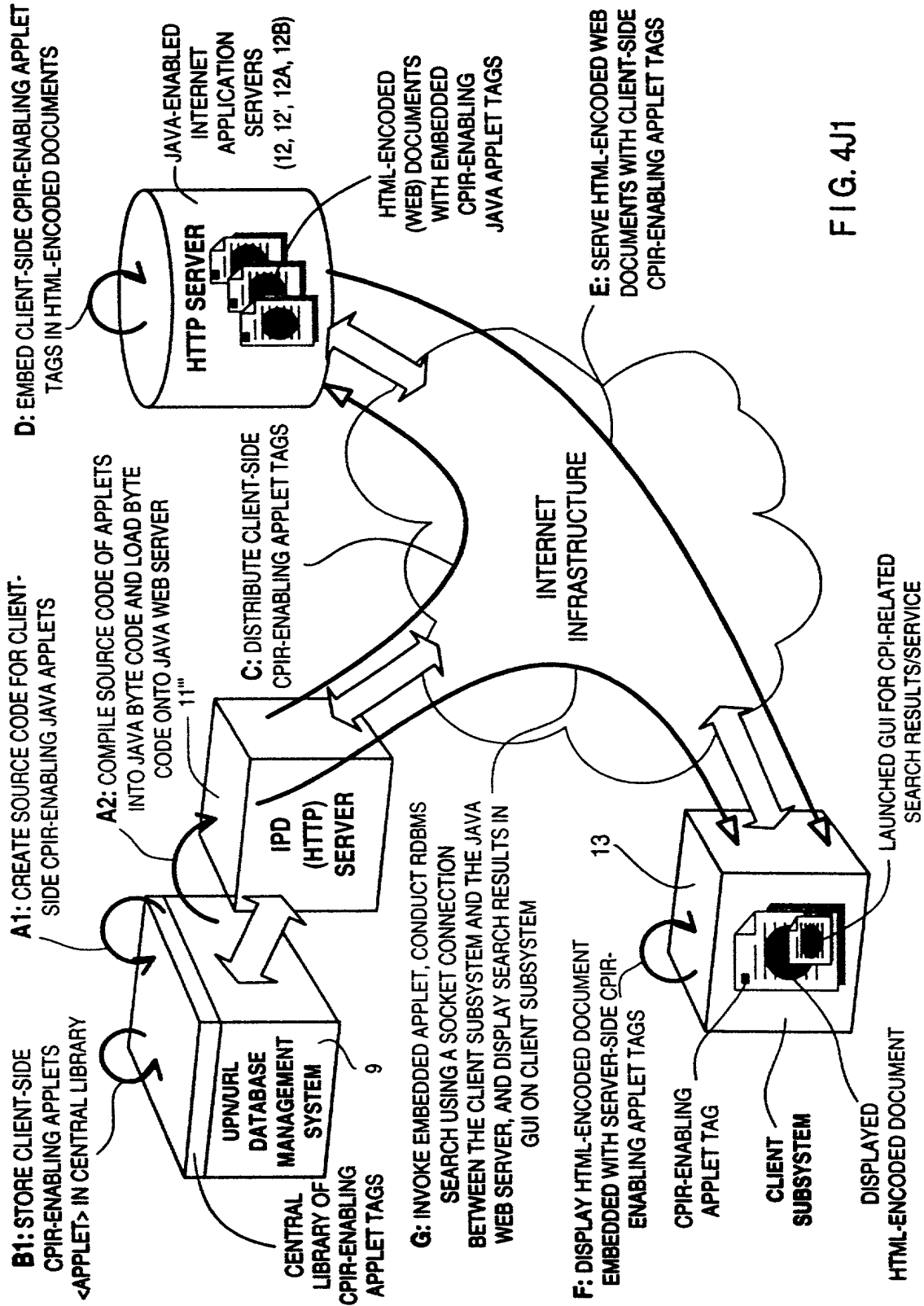


FIG. 4J1

60/173

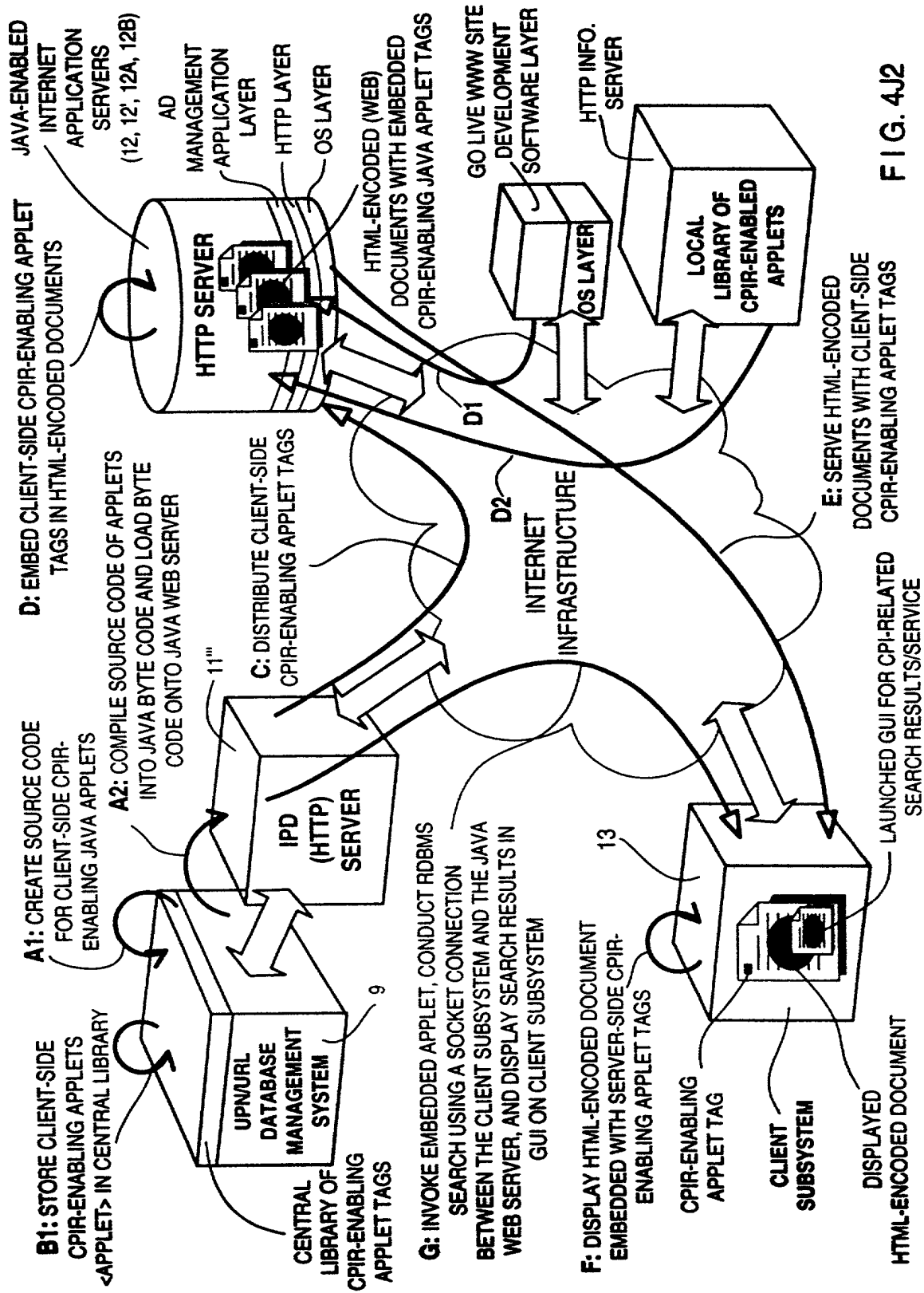


FIG. 4J2

69/173

WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR ENABLING APPLLET FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE CPIR-ENABLING APPLLET EMBODIES:
i) THE UPN OF A PARTICULAR CONSUMER PRODUCT
ii) JAVA CLASSES FOR CALLING AN RMI ON THE JAVA WEB SERVER TO PERFORM A SEARCH ON THE RDBMS SERVER AND DISPLAY THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI ON THE CLIENT SUBSYSTEM
iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE CLIENT-SIDE JAVA APPLLET

A1

COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLLET INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER

A2

CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLLET TAG, <APPLLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLLET TAG CONTAINING FILE IN THE CENTRAL CPIR-ENABLING APPLLET LIBRARY IN THE UPN/URL DATABASE OF THE SYSTEM

B1

DISTRIBUTE THE APPLLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

C

A

FIG. 4K1

70/173

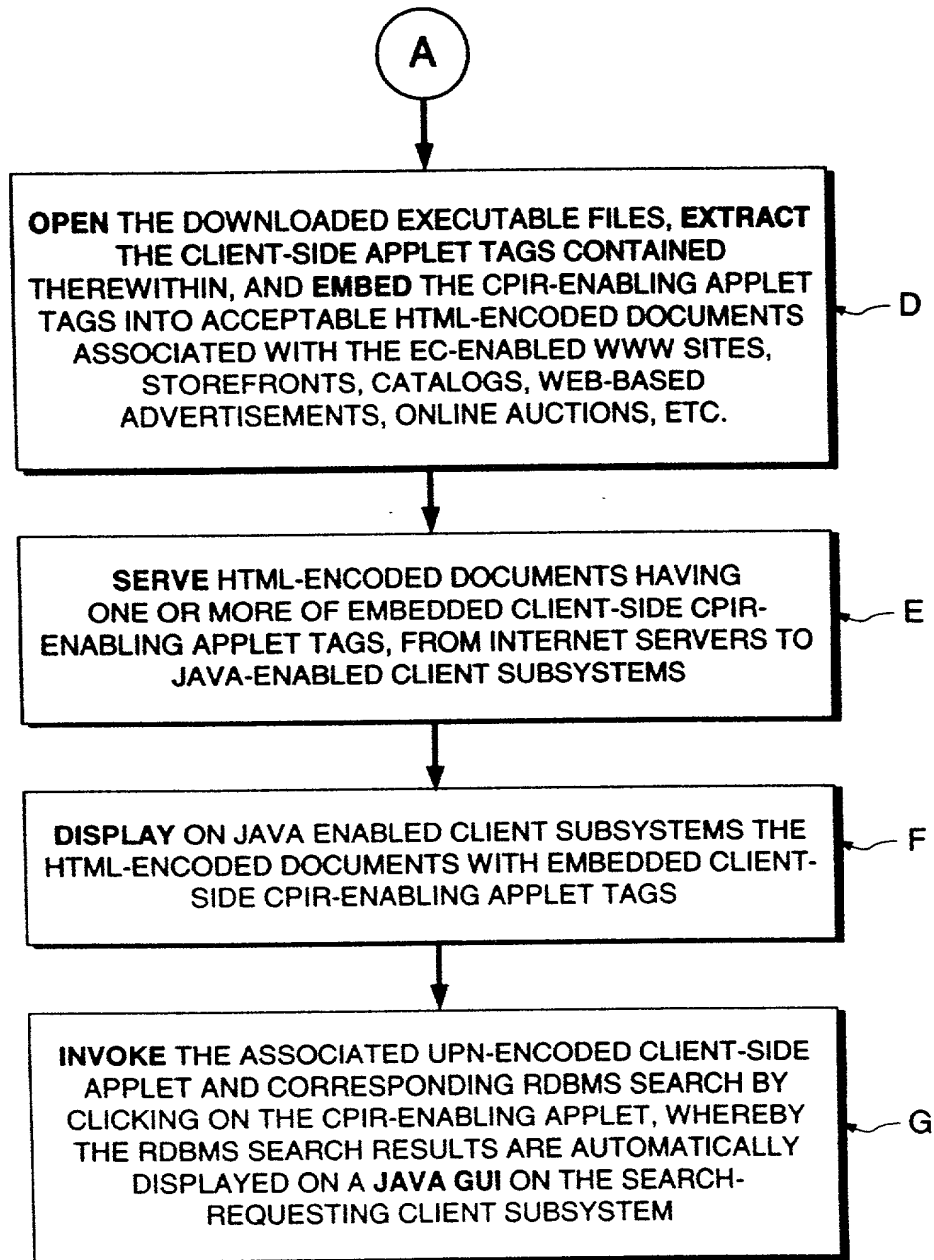


FIG. 4K2

71/133

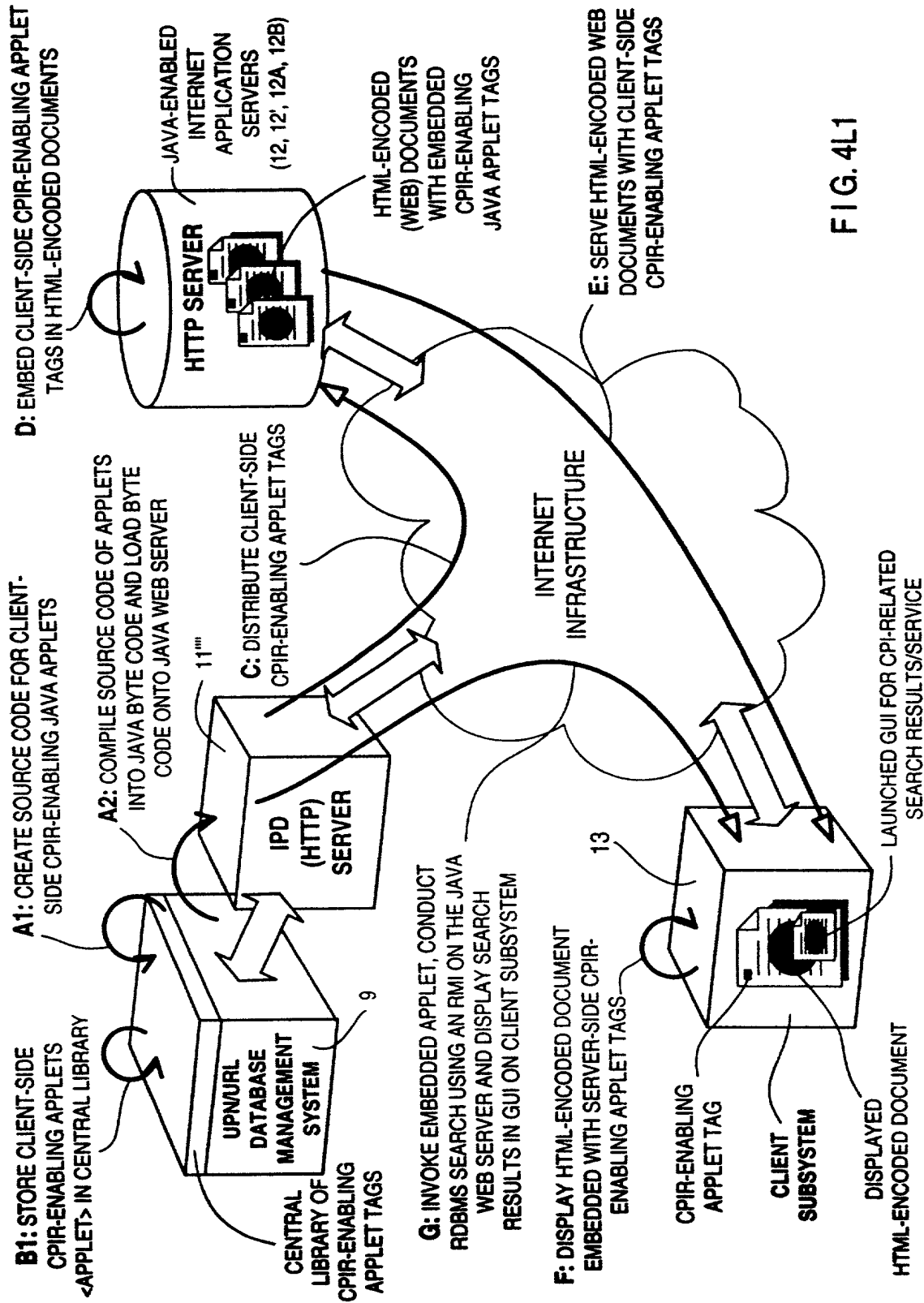


FIG. 4L1

72/193

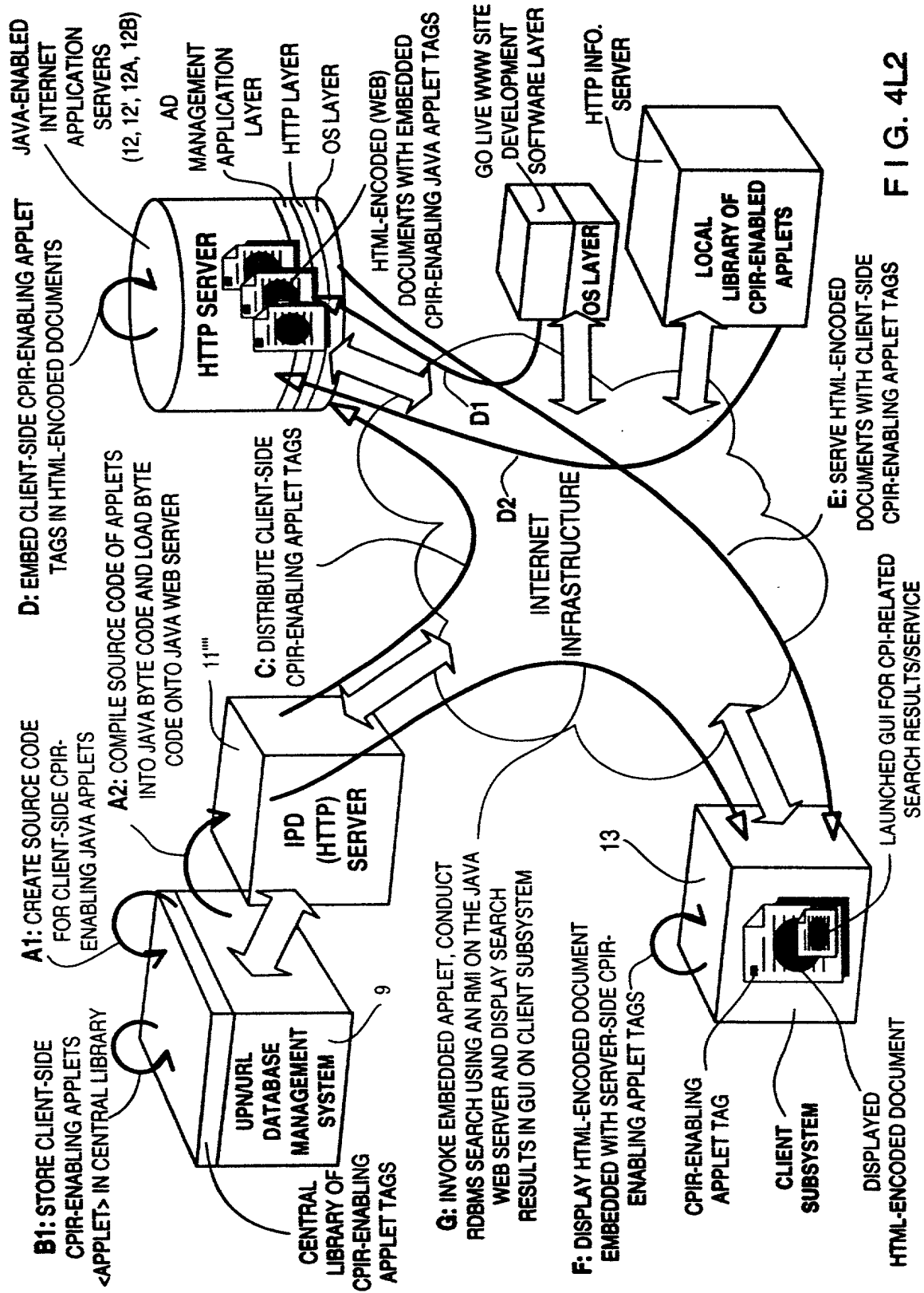


FIG. 4L2

Yahool Netscape

2

Forward Back Home Stop Location

BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER

CENTRAL LIBRARY OF CPIR-ENABLING APPLETS

UPC No.	Trademark	Manufacturer No.	Download
0000000000	Power Mac Computer	0000000000	Click Here to Download
111111111111	Sony	1111111111111111	
2222222222	J. Crew	22222222222222	

BrandKey Request™
Trademark™
Home-Page™
Product Description™
Brandlinx™
Send-It-Home™

FIG. 4M1

74/173

BOX

File

Vendor # 124154612019

Vendor

Product BLASSPORT

SPIN SILK TURTLENECK

Blasport by Bill Blas. 100% spun silk, mock turtleneck in colors to match our plum blazer. Soft fine-gauge rib knit, fully fashioned. Hand Wash. Imported. Available in 8 colors.

100

FIG. 4M2

75/173

Yahoo! Netscape

2

My Yahoo! ? GO

Personalize What's New Check Email

Help BRANNOY/ELIOT'S TM CENTRAL Fresh Information Search

Yahoo! Mail
free email for life

HARDTOP OR TOPLESS?

advanced search domain free

Click your

Yahoo! Shopping - Computers, Videos, DVDs, CDs, Toys, Electronics and more

Shopping - Auctions - Yellow Pages - People Search - Maps - Travel - Classifieds - Personals - Games - Chat - China Mail - Calendar - Messenger - Companion - My Yahoo! - News - Sports - Weather - TV - Stock Quotes - more...

<p>Arts & Humanities Literature, Photography</p> <p>Business & Economy Companies, Finance, Jobs</p> <p>Computers & Internet Internet, WWW, Software, Games</p> <p>Education College and University, K-12</p>	<p>News & Media Full Coverage, Newspapers, TV...</p> <p>Recreation & Sports Sports, Travel, Autos, Outdoors...</p> <p>Reference Libraries, Dictionaries, Quotations...</p> <p>Regional Countries, Regions, US States...</p>	<p>In the News Millions w/o food in India McKinney jailed for life for Shepard murder Seattle gunmen still loose Giant dinosaur discovered more...</p> <p>Marketplace Y! Auctions - Pokemon, Hello Kitty, Shaq Y! Travel - plan your</p>
--	---	--

FIG. 4N1

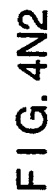


FIG. 4N2

77/173

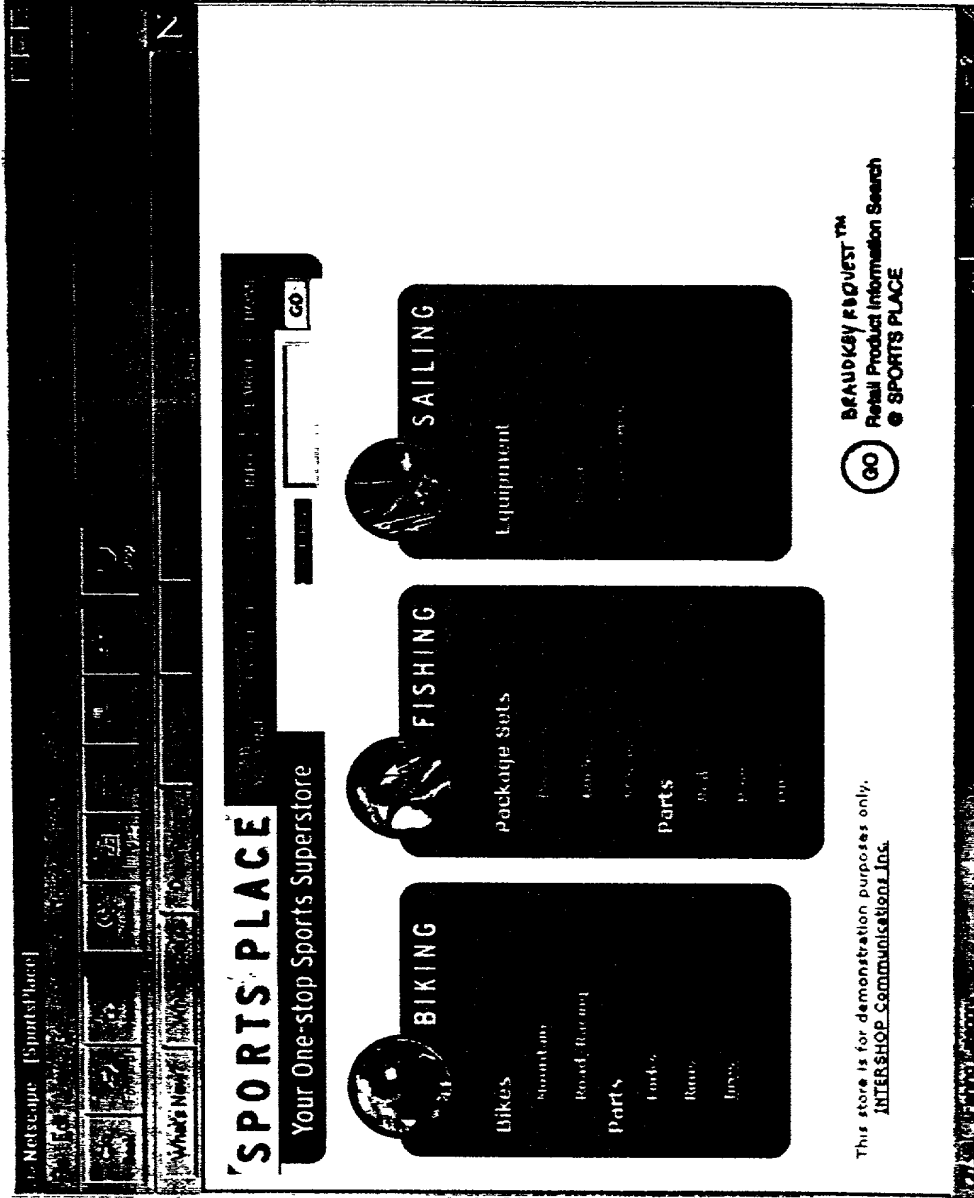


FIG. 401

70/173

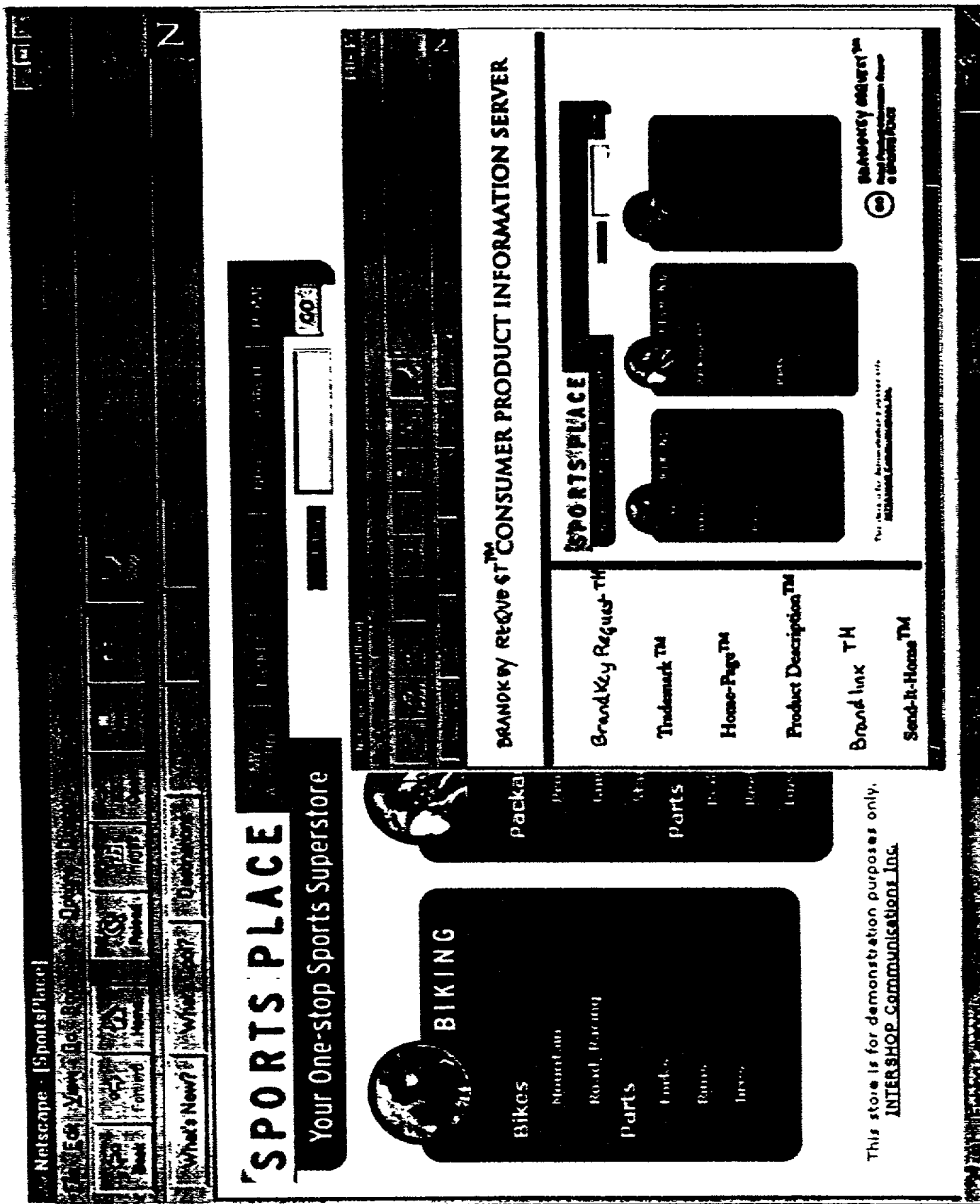


FIG. 402

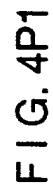


FIG. 4P1

208210" B2065001

80/173

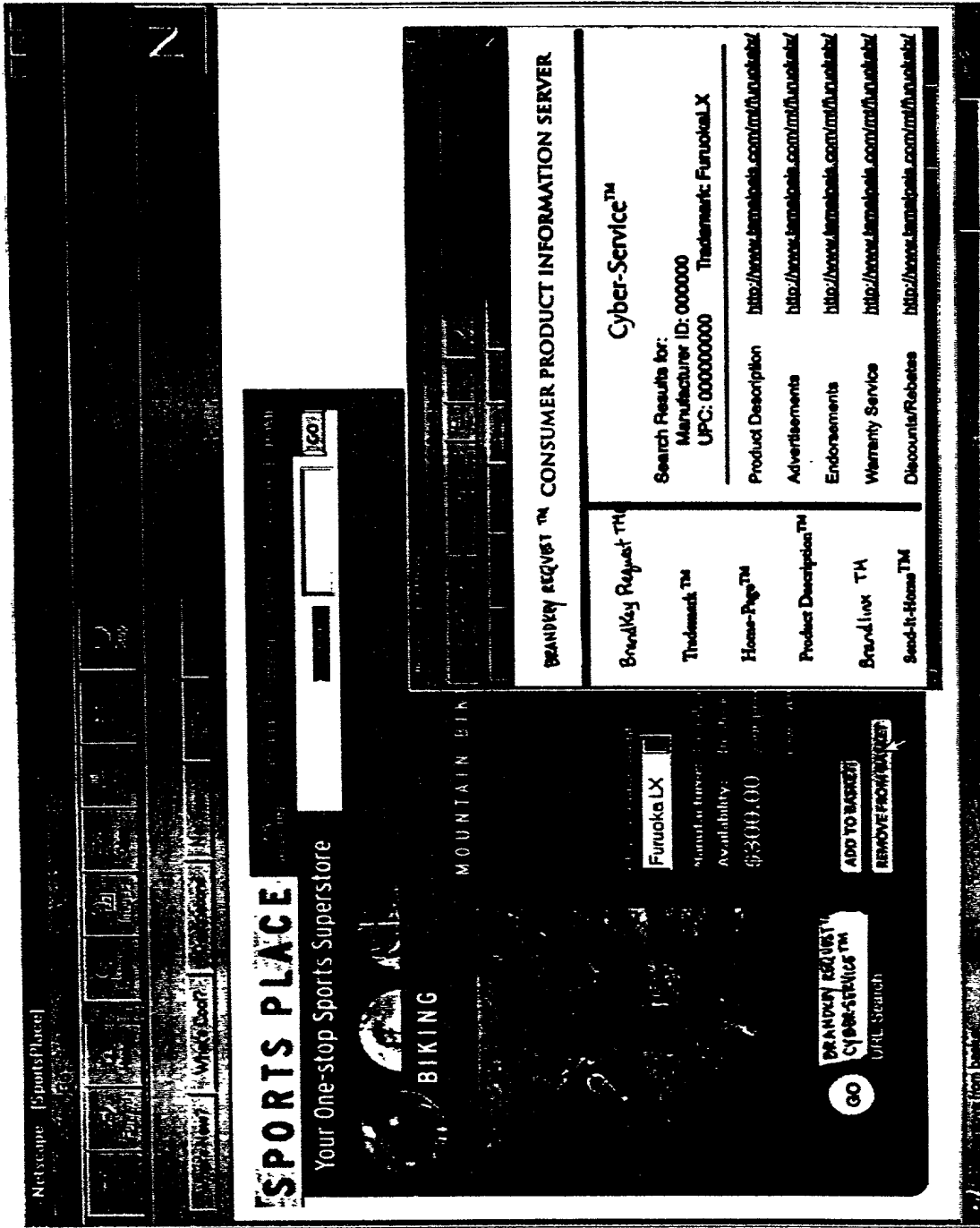


FIG. 4P2

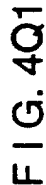


FIG. 4Q1

82/173

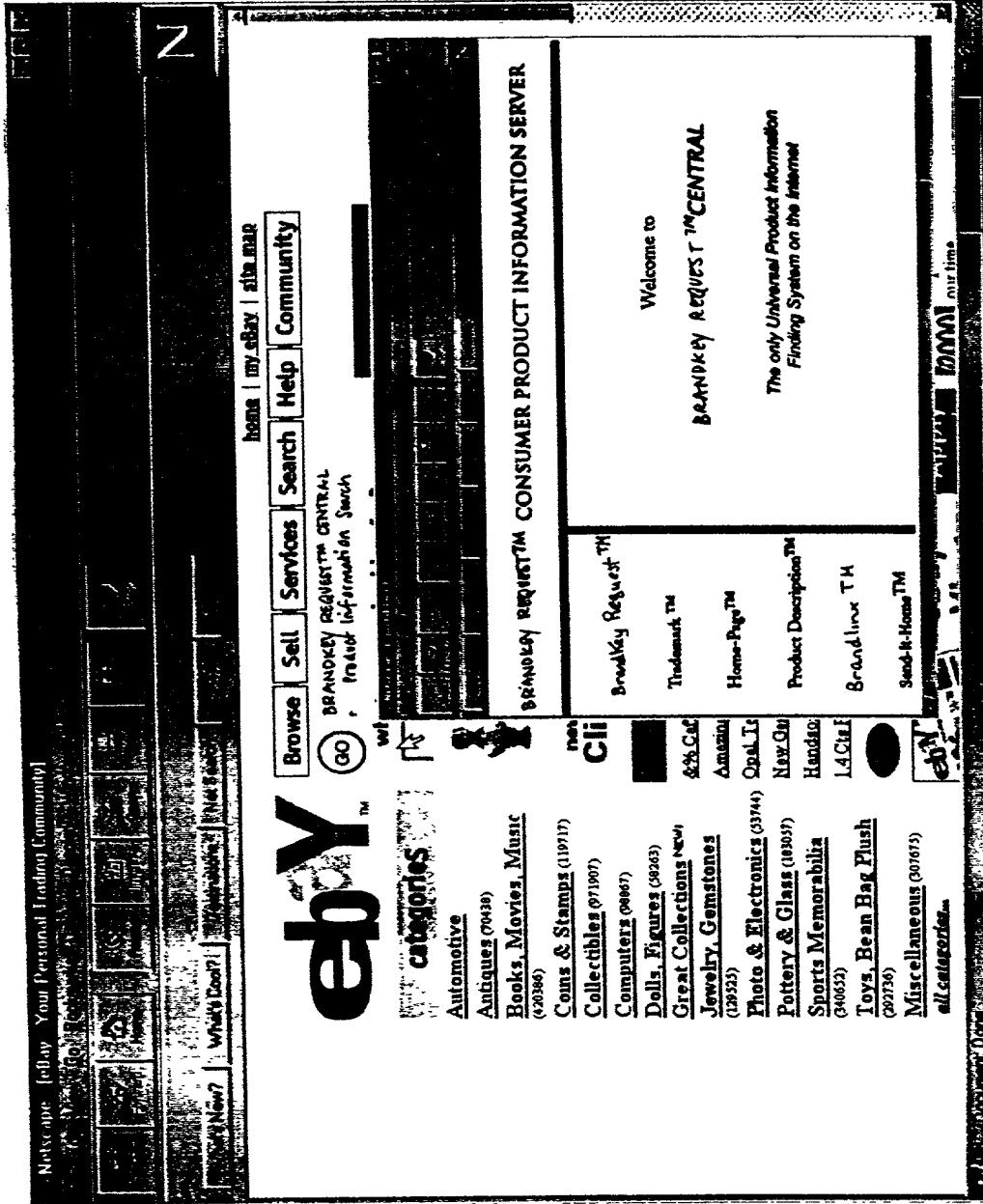
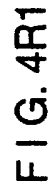


FIG. 4Q2



[What's New?](#)
[What's Cool?](#)
[What's Hot?](#)
[What's New?](#)
[What's Cool?](#)
[What's Hot?](#)

[Home](#)
[my eBay](#)
[Site Map](#)

[Browse](#)
[Sell](#)
[Services](#)
[Search](#)
[Help](#)
[Community](#)

[BrandKey Request™](#)
[Cyber-Service™](#)
[URL Search](#)

[Item View](#)

epY™

BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER

Cyber-Service™

Search Results for:
Manufacturer ID: 000000
UPC: 000000000 **Trademark: Sony Service**

Product Description	http://www.sony.com/digitalcam/miracul/
Advertisements	http://www.sony.com/digitalcam/miracul/
Endorsements	http://www.sony.com/digitalcam/miracul/
Warranty Service	http://www.sony.com/digitalcam/miracul/
Discounts/Raffles	http://www.sony.com/digitalcam/miracul/

BrandKey Request™
Trademark™
Home-Page™
Product Description™
BrandLink™
Send-It-Home™

\$420.50 (usave.mil)
4 days, 7 hours +
10/31/99, 21:29:10 PST
11/07/99, 21:29:10 PST

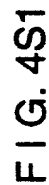
ias47 (10) ☆
(view comments in all)
alt tees
Money Order/Cashiers
Seller might ship to hol

Currently
Quantity
Time left
Started
Ends
Seller
High bid
Payment
Shipping

Description
alt

Seller assumes all responsibility for listing this item. You
U S dollar (\$) unless otherwise noted

FIG. 4R2



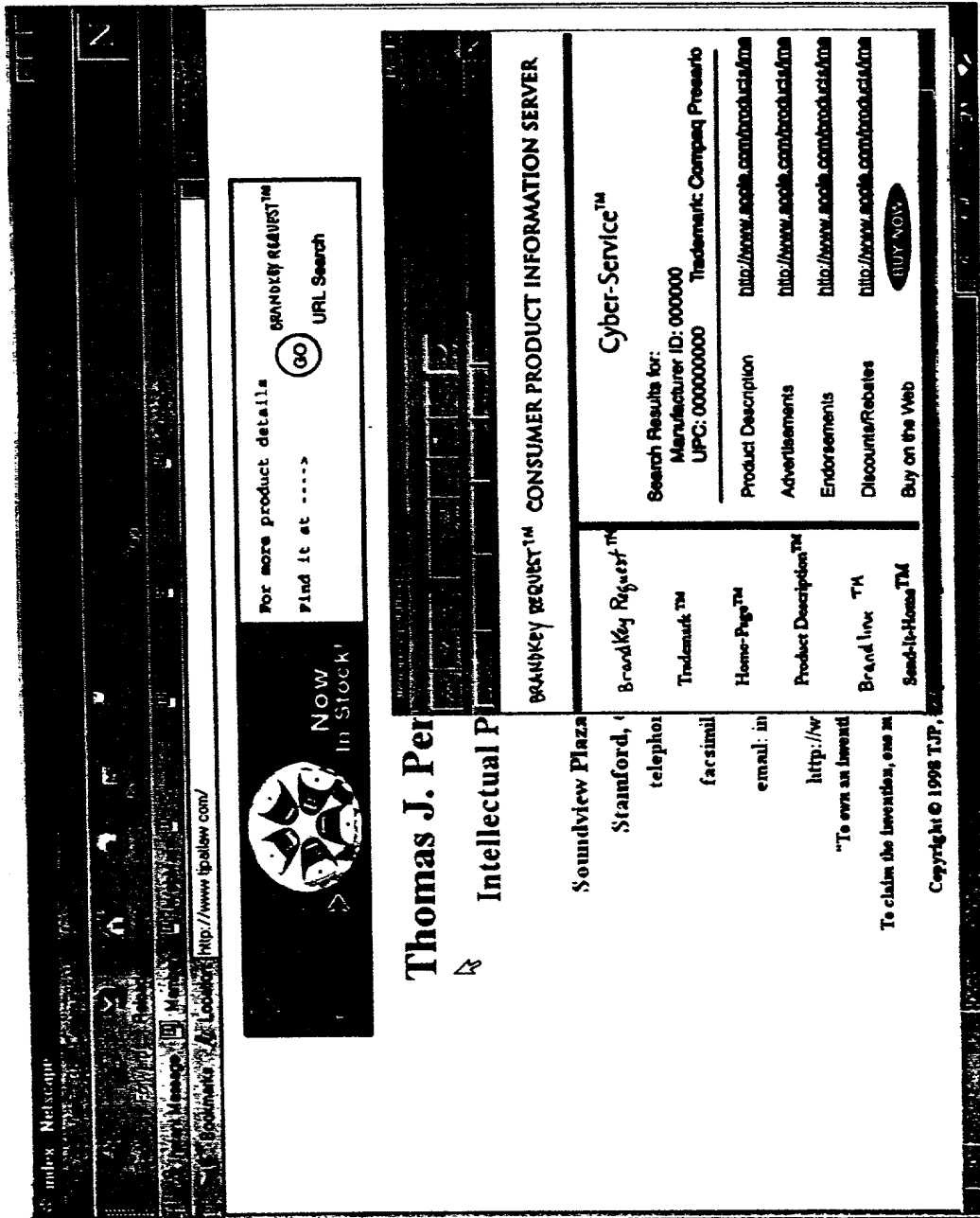



FIG. 4S2

87/173

Mac Mail The Mail with it all! Netscape

Home | Messages | Members | WebMail | Shopping Cart | Order Status | Catalog Request

Business | Home/Office | MacMail | Education | Government | Electronics | Clearance


MacMail

(800) 328-2700
 E-mail Advantage
 Subscribe Now

SONY
 Your e-mail
[Share more apps](#)

Systems
 Desktop & Towers
 Notebooks
 Servers
 Handhelds

Hardware
 Accessories
 Books & Video
 Cables & Wiring
 CD & DVD
 Communications
 Controller Cards

up to \$250 Cash Back!
 or 100% off a DVD Player

GO



SEARCH REQUEST

Search Products

Welcome to MacMail
Click here for top-selling Mac Software.

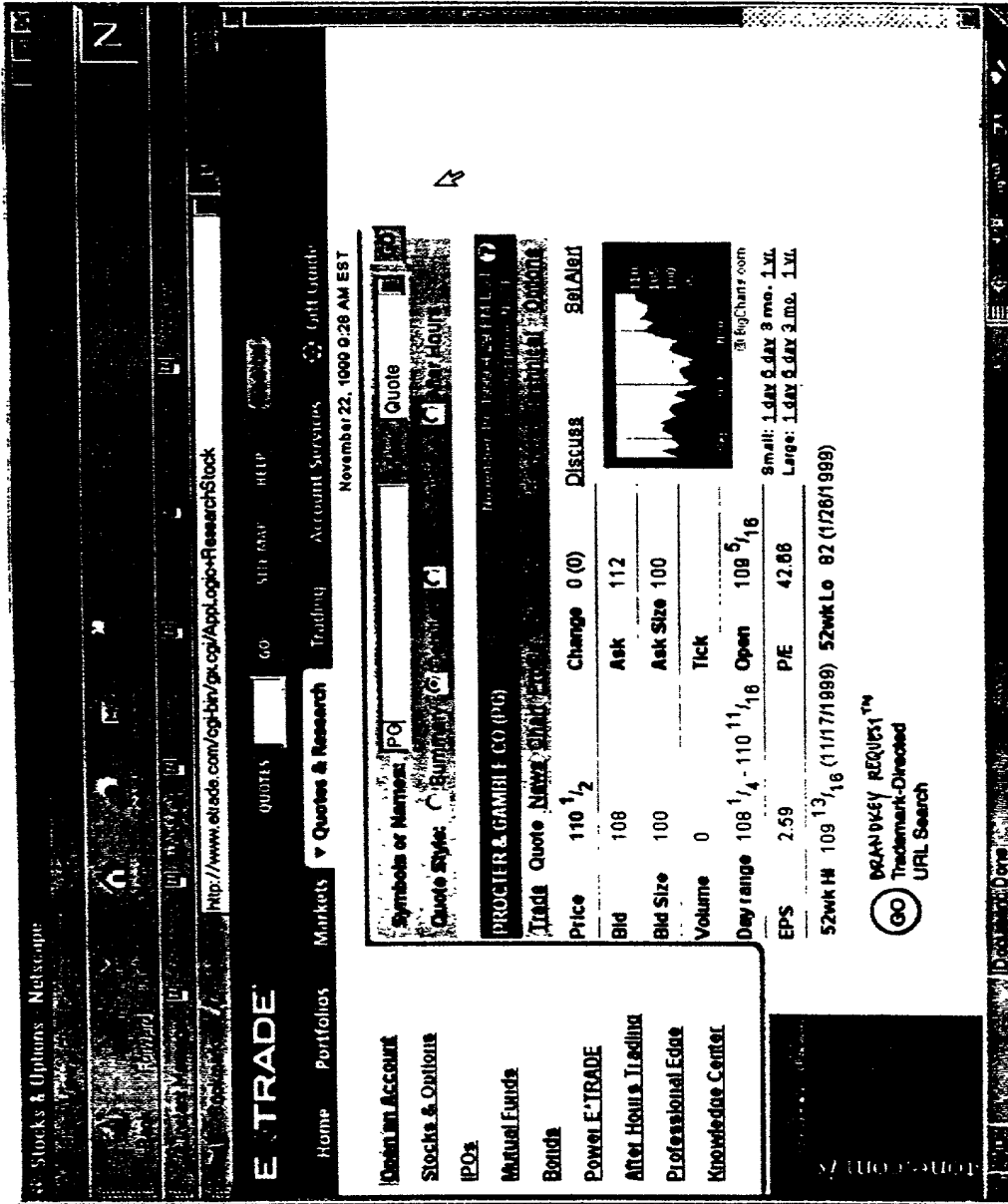
Shop by Brand

All-new recipe.
All-new ingredients.

- Fast, easy Internet access
- iMac has been resculpted so it's smaller, sleeker and more transparent
- plug-and-play digital video (DV models only)
- 350- or 400MHz PowerPC G3 processor
- ATI RAGE 128 VR 2D/3D accelerated graphics
- 64MB or 128MB of SDRAM; supports up to 512MB

FIG. 4S3



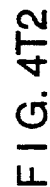


FIG. 4T2

10/173

MANUFACTURER / PRODUCT REGISTRATION MODE

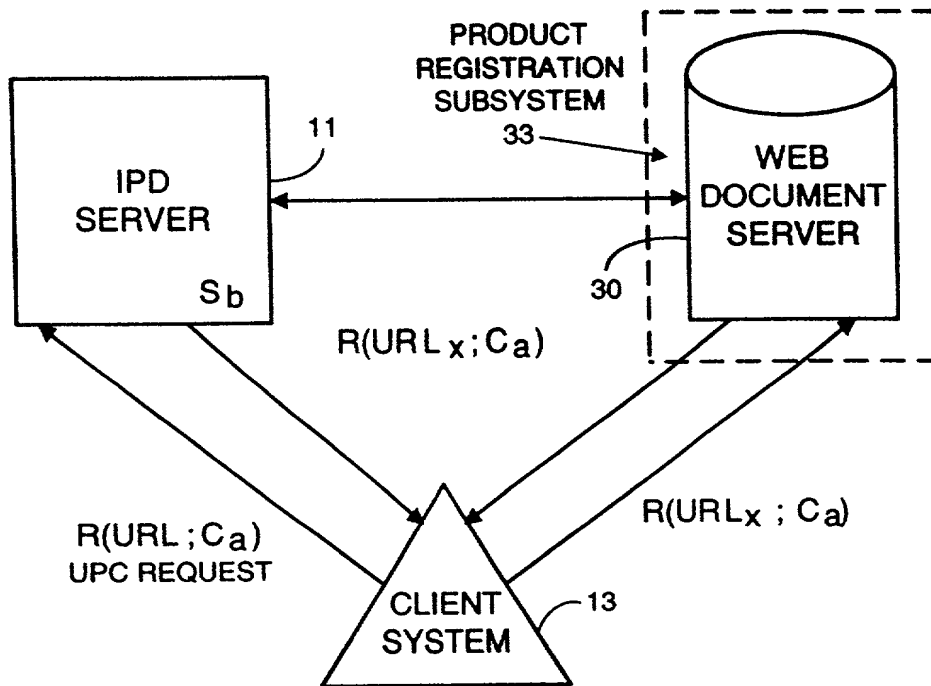


FIG. 5A

MANUFACTURER WEBSITE SEARCH MODE

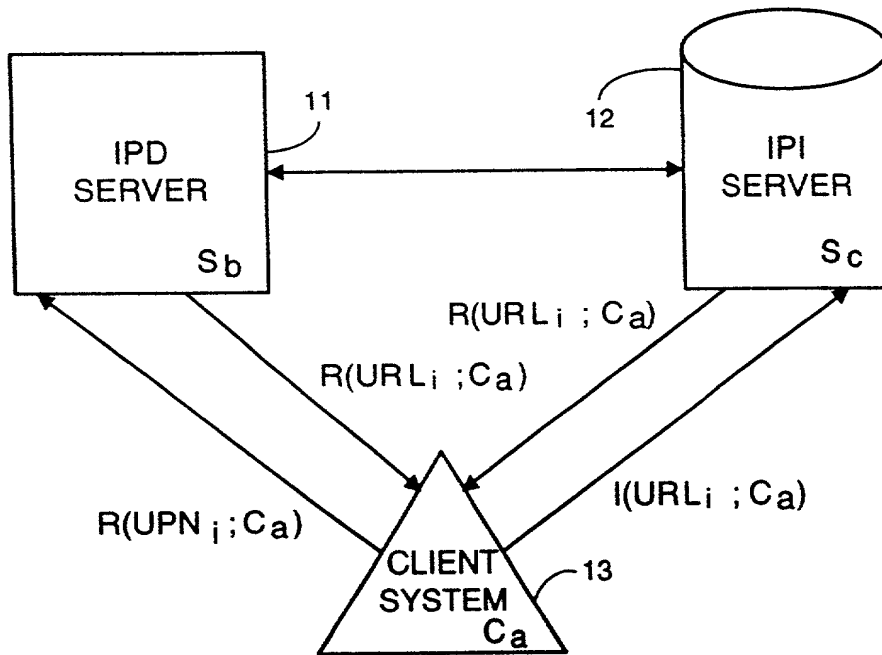


FIG. 5B

10050073-012800

91/173

MANUFACTURER / PRODUCT REGISTRATION MODE

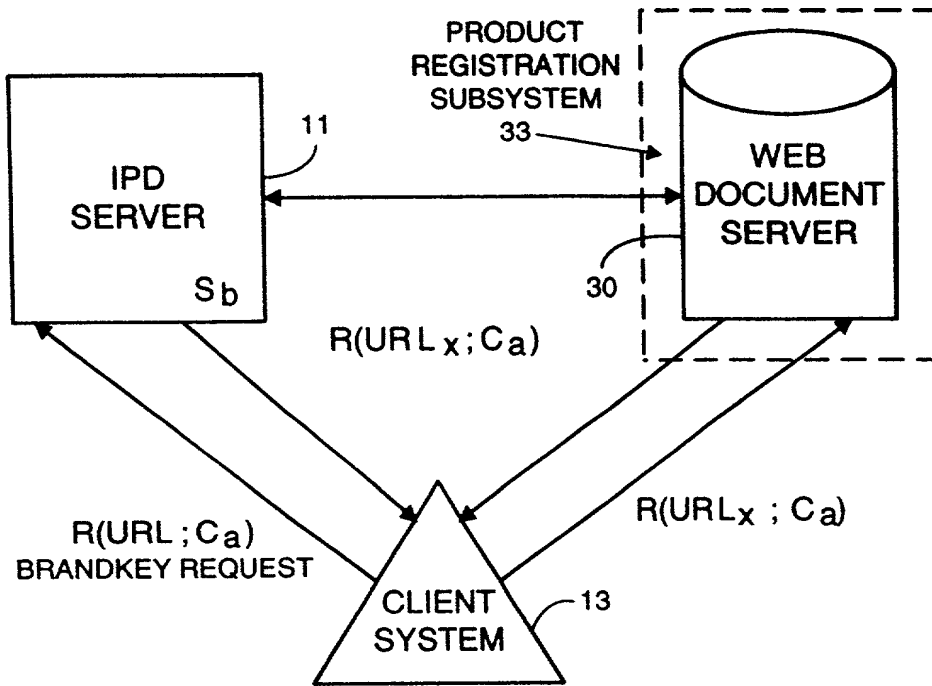


FIG. 5A

MANUFACTURER WEBSITE SEARCH MODE

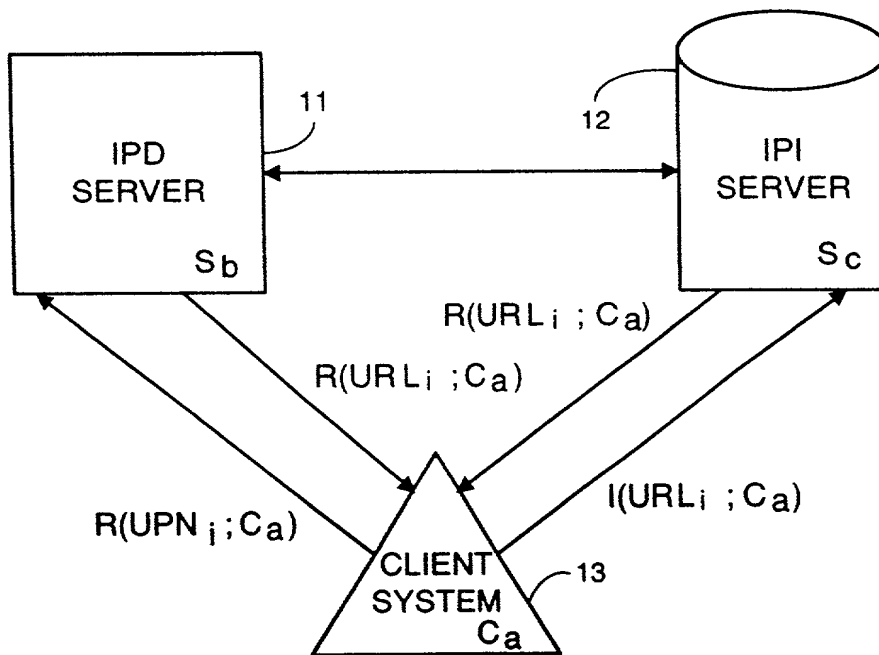


FIG. 5B

20050703.012803

92/173

UPN - DIRECTED INFORMATION ACCESS MODE

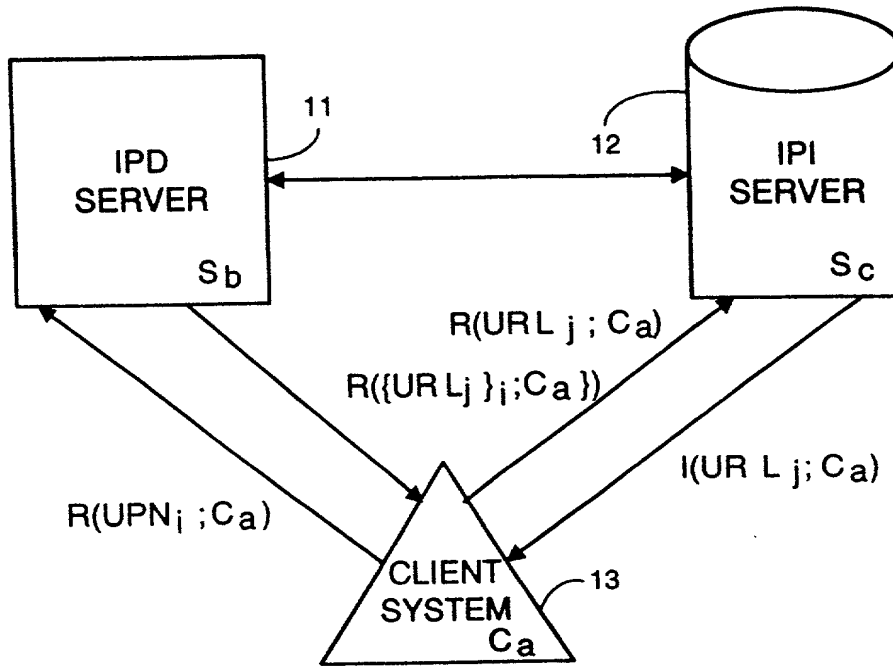


FIG. 5C

TRADE - MARK DIRECTED SEARCH MODE

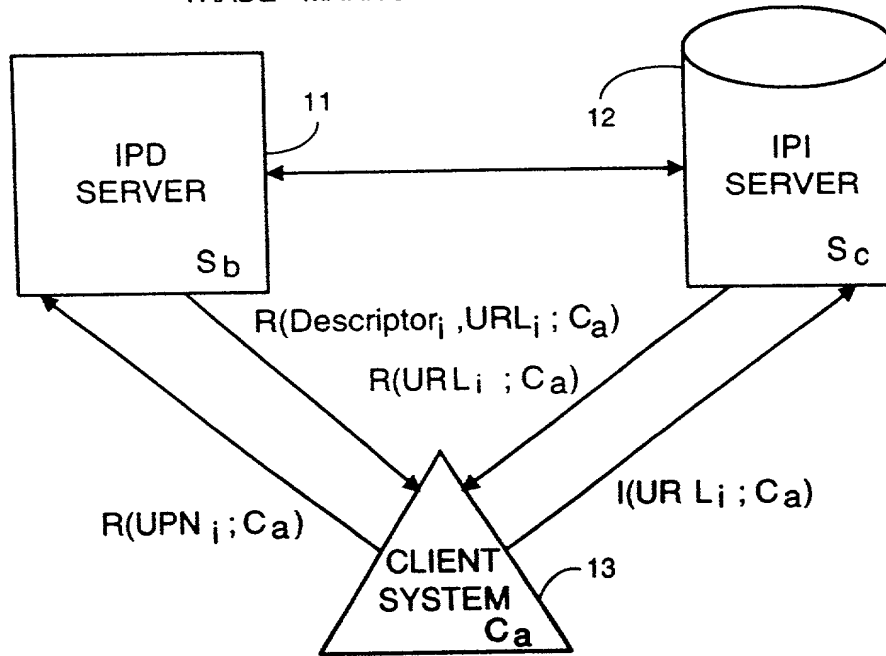


FIG. 5D

1005007.01300

PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

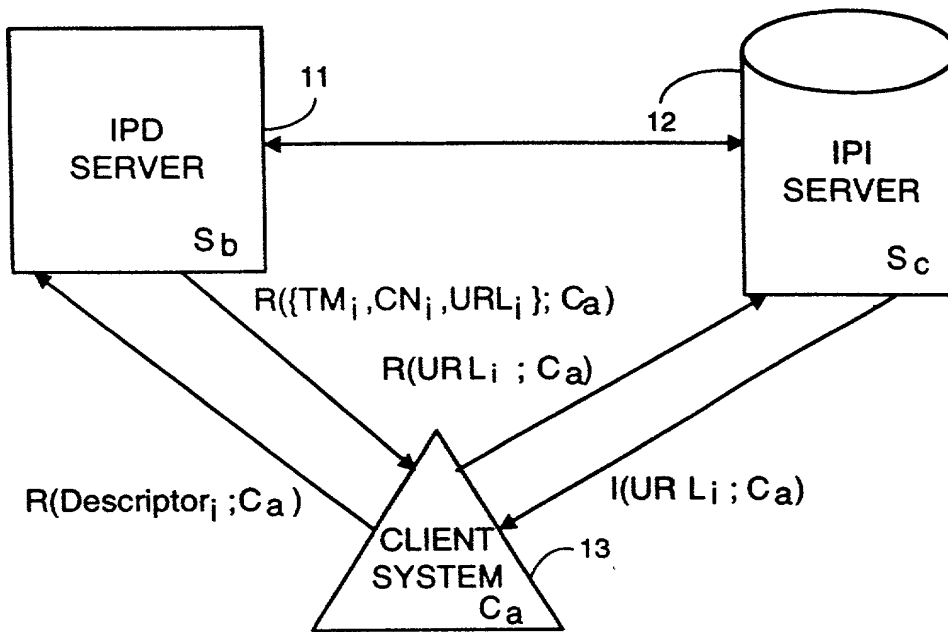


FIG. 5E

94/173

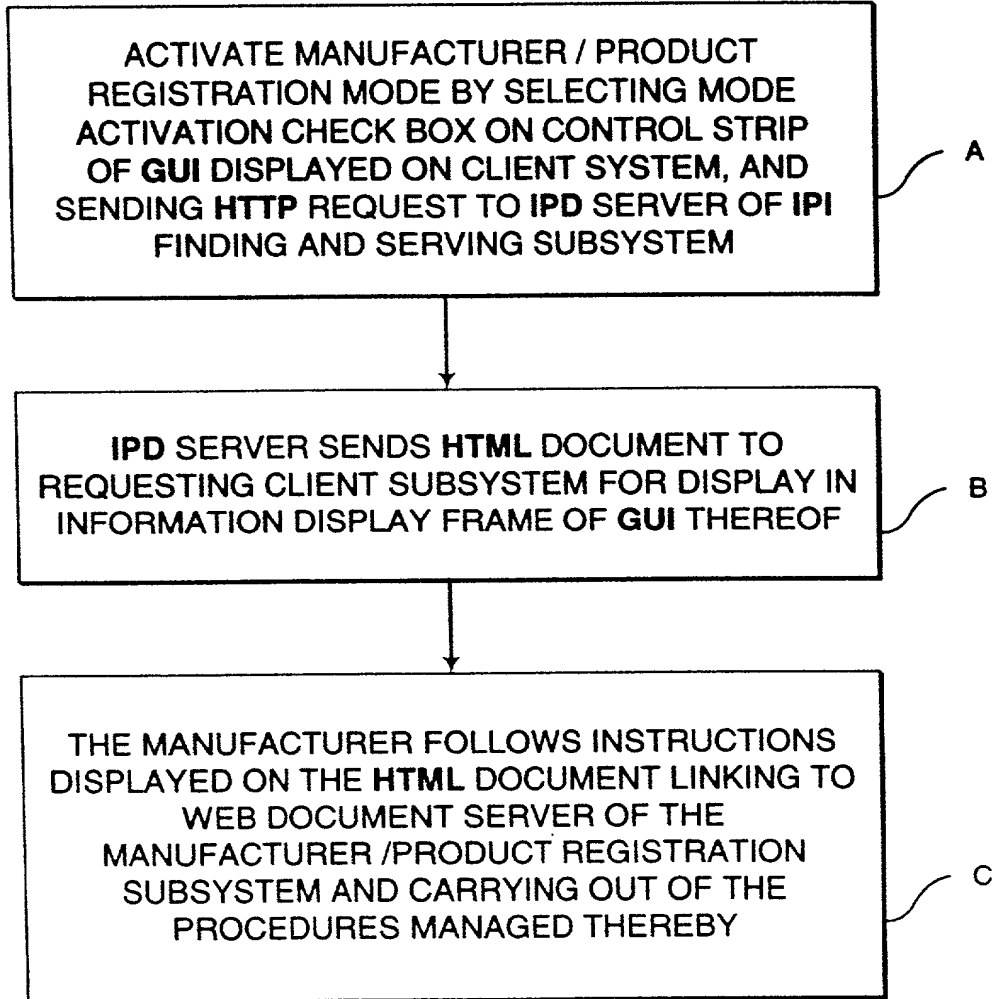


FIG. 6A

95/193

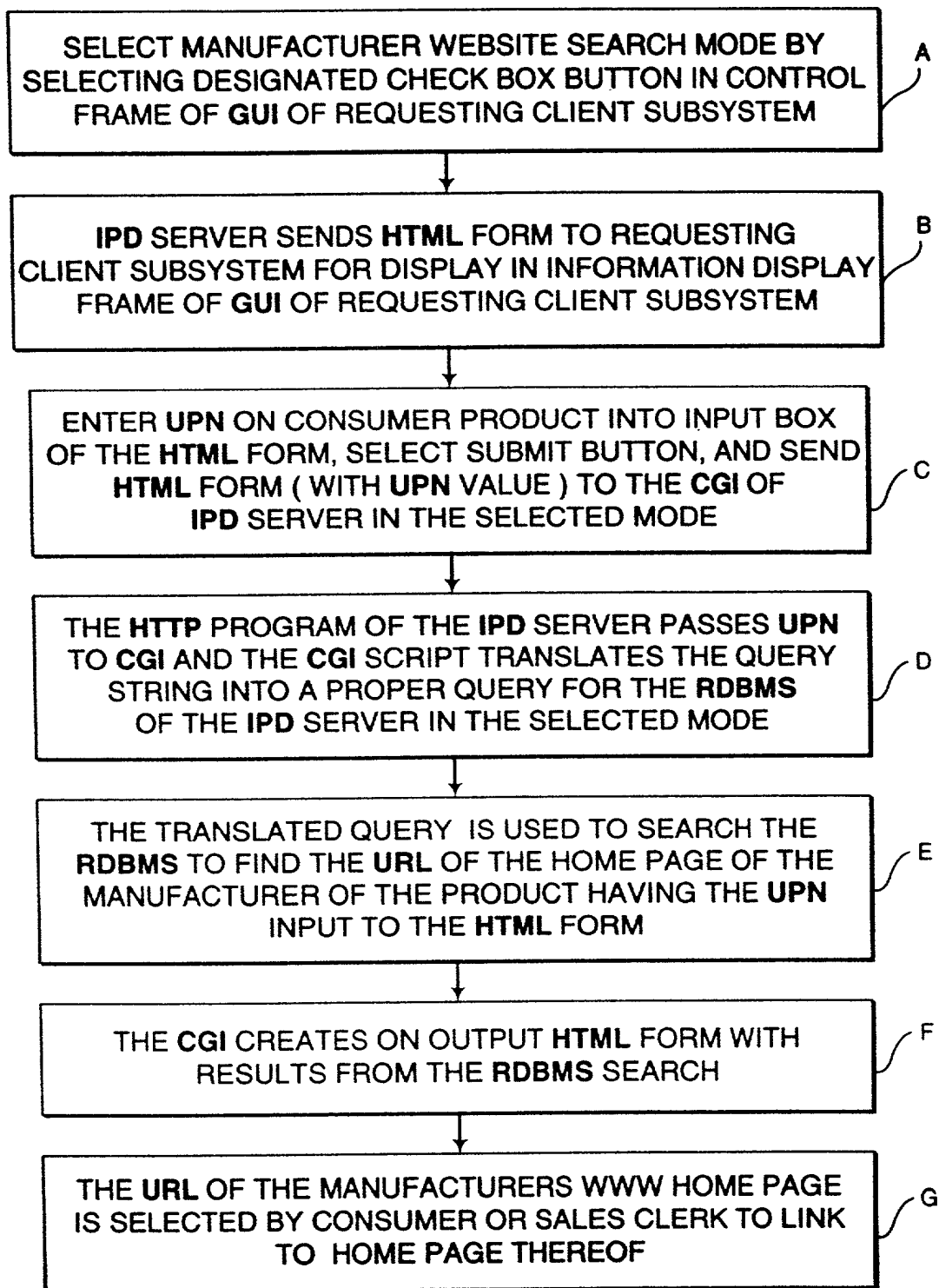


FIG. 6B

96/143

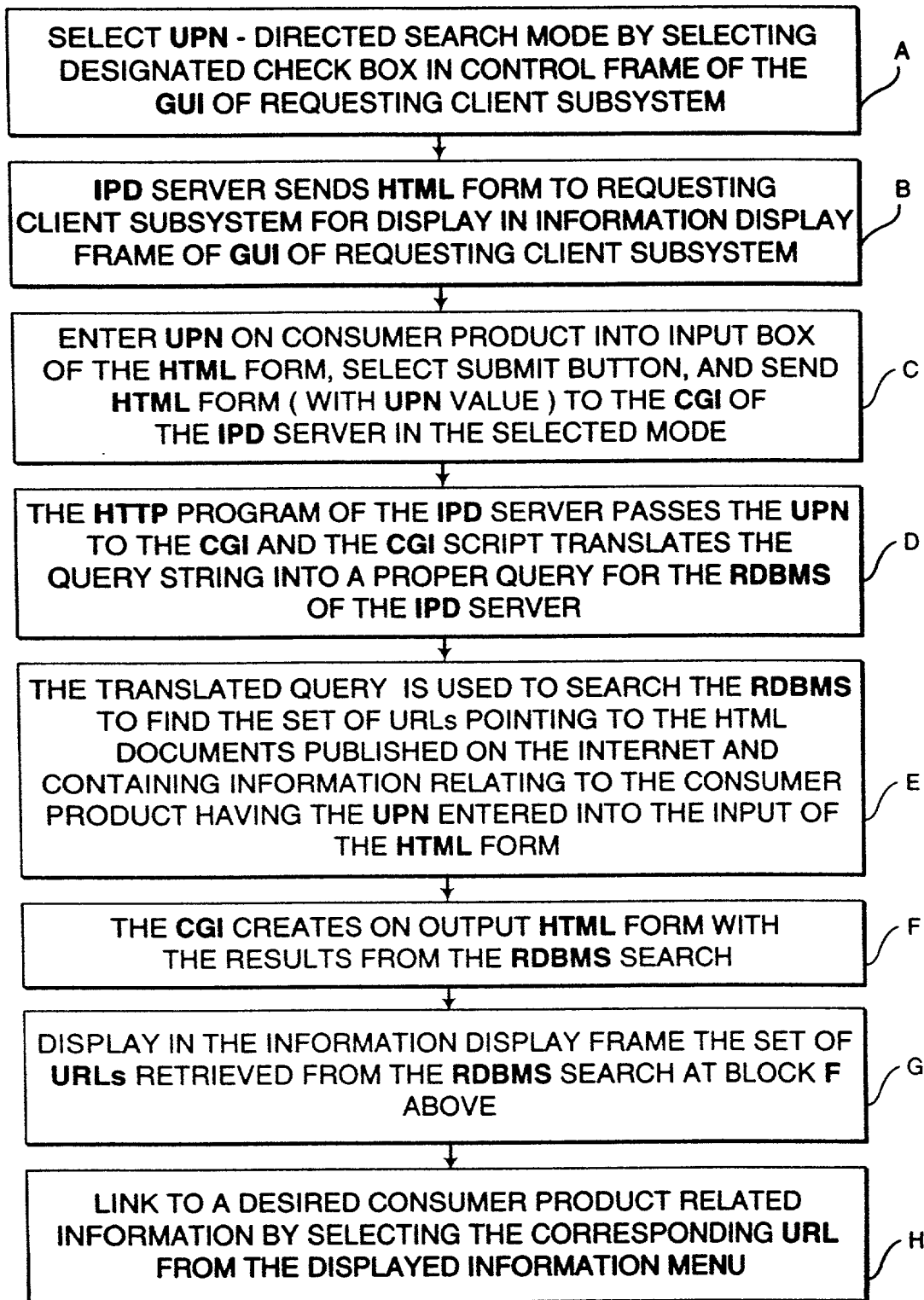


FIG. 6C

2025078-01300

97/173

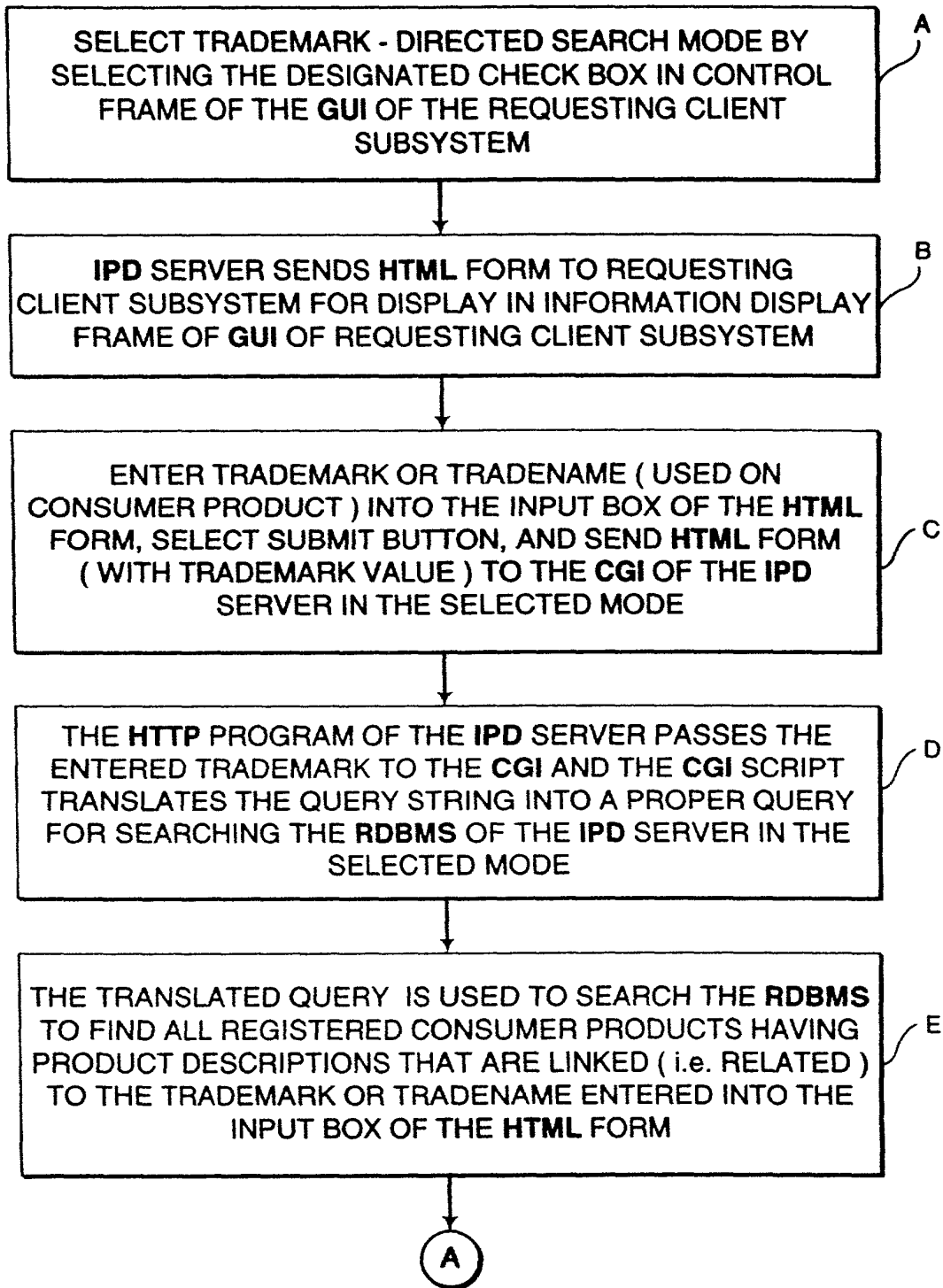


FIG. 6D1

98/173

A

CGI SCRIPT CREATES ANOTHER **HTML** FORM, AND I
NSERTS THE SEARCH RESULTS WITHIN THE INPUT BOX
OF THE **HTML** FORM AND PROVIDES THE INPUT BOX WITH
A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS **HTML**
FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY
IN INFORMATION DISPLAY FRAME

F

USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET
FROM THE INPUT BOX (i.e. PRODUCT DESCRIPTION,
MANUFACTURER AND **UPN**) AND THEN SELECT SUBMIT
BUTTON TO SEND REQUEST TO THE **HTTP** PROGRAM
TO GET THE COMPLETED **HTML** FORM

G

THE **HTTP** PROGRAM OF THE **IPD** SERVER PASSES THE
ENTERED DATA SET (SELECTED FROM THE INPUT BOX) TO
THE **CGI** AND THE **CGI** SCRIPT TRANSLATES THE QUERY
STRING INTO A PROPER QUERY FOR SEARCHING THE
RDBMS OF THE **IPD** SERVER IN THE SELECTED MODE

H

THE TRANSLATED QUERY IS USED TO SEARCH THE **RDBMS**
TO FIND THE SET OF **URLs** RELATED TO THE REGISTERED
CONSUMER PRODUCT ASSIGNED THE **UPN** IN THE
SELECTED DATA TRIPLET

I

THE **CGI** SCRIPT CREATES **HTML** FORM, INSERTS RESULTS
FROM SEARCH THEREINTO, AND SENDS THE **HTML** FORM TO
THE REQUESTING CLIENT SUBSYSTEM

J

B

FIG. 6D2

10059078-012800

99/173

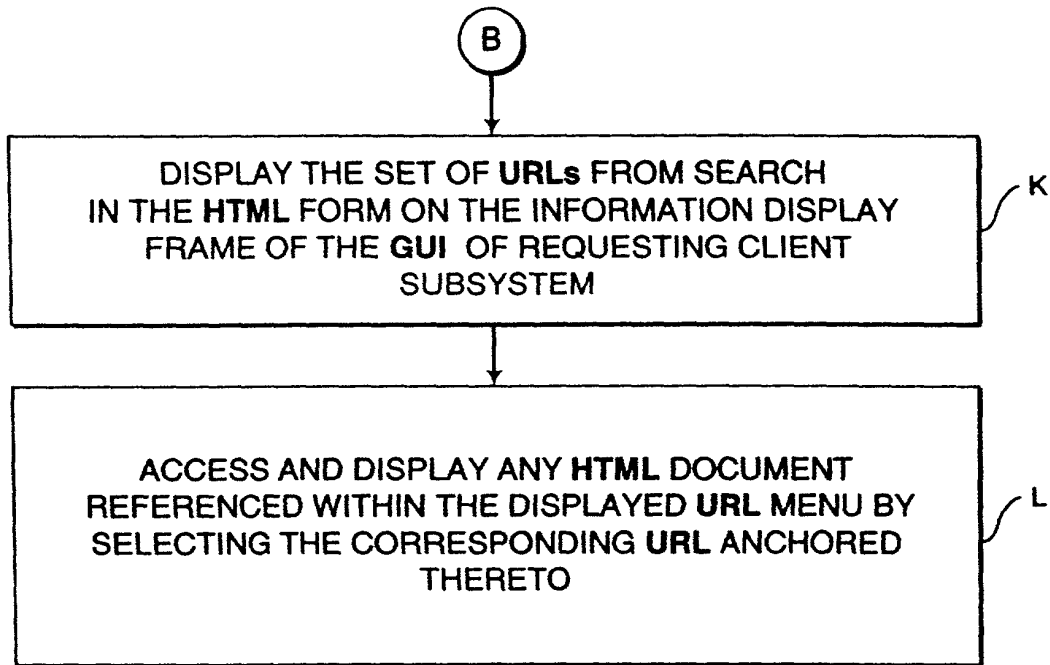


FIG. 6D3

100/173

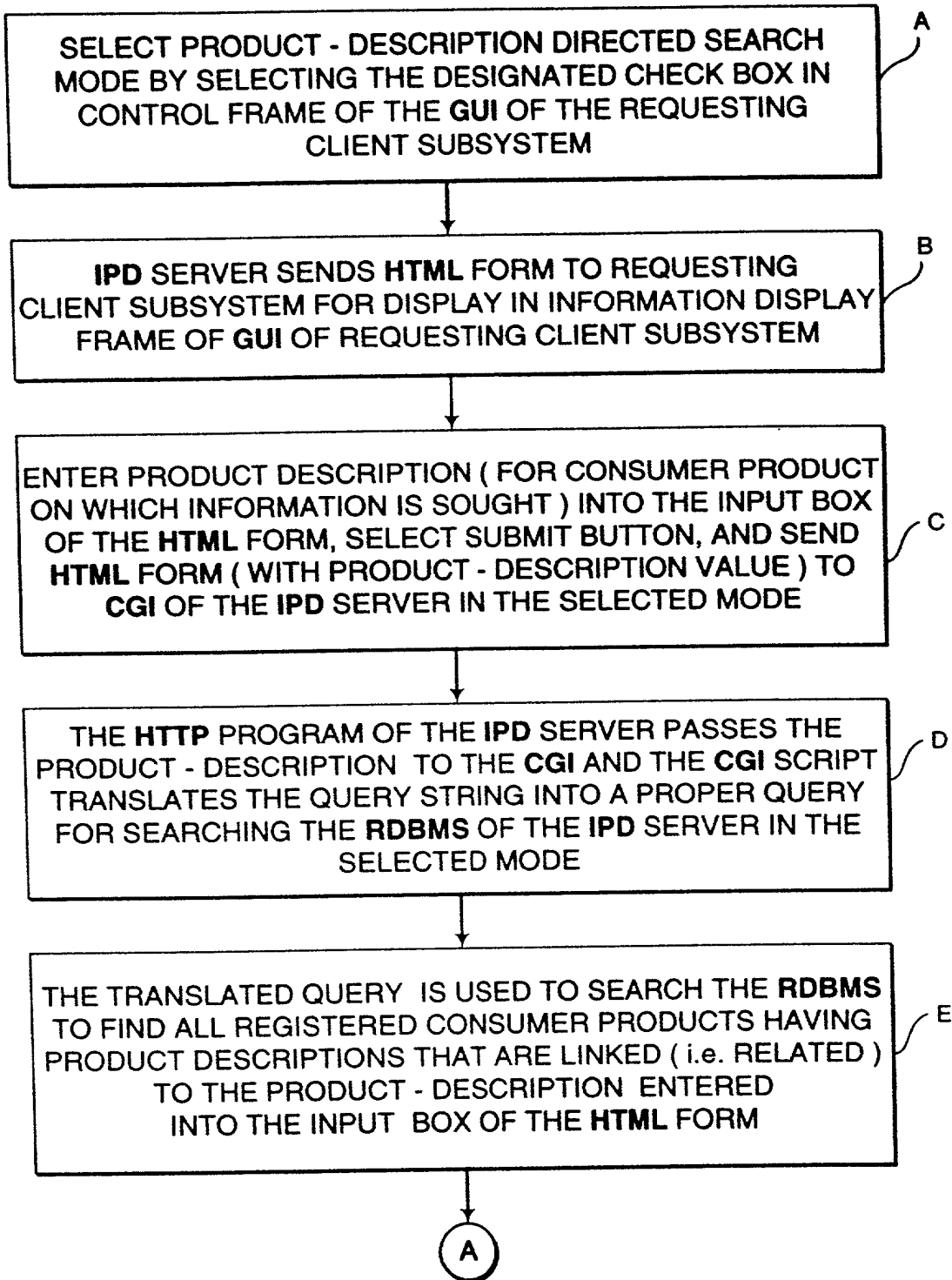


FIG. 6E1

101/193

A

CGI SCRIPT CREATES ANOTHER **HTML** FORM, AND INSERTS THE SEARCH RESULTS WITHIN THE INPUT BOX OF THE **HTML** FORM AND PROVIDES THE INPUT BOX WITH A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS **HTML** FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME

F

USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX (i.e. TRADEMARK , MANUFACTURER AND **UPN**) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE **HTTP** PROGRAM TO GET THE COMPLETED **HTML** FORM

G

THE **HTTP** PROGRAM OF THE **IPD** SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX) TO THE **CGI** AND THE **CGI** SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE **RDBMS** OF THE **IPD** SERVER IN THE SELECTED MODE

H

THE TRANSLATED QUERY IS USED TO SEARCH THE **RDBMS** TO FIND THE SET OF **URLs** RELATED TO THE REGISTERED CONSUMER PRODUCT ASSIGNED THE **UPN** IN THE SELECTED DATA TRIPLET

I

THE **CGI** SCRIPT CREATES **HTML** FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE **HTML** FORM TO THE REQUESTING CLIENT SUBSYSTEM

J

B

FIG. 6E2

10050076.013302

102/173

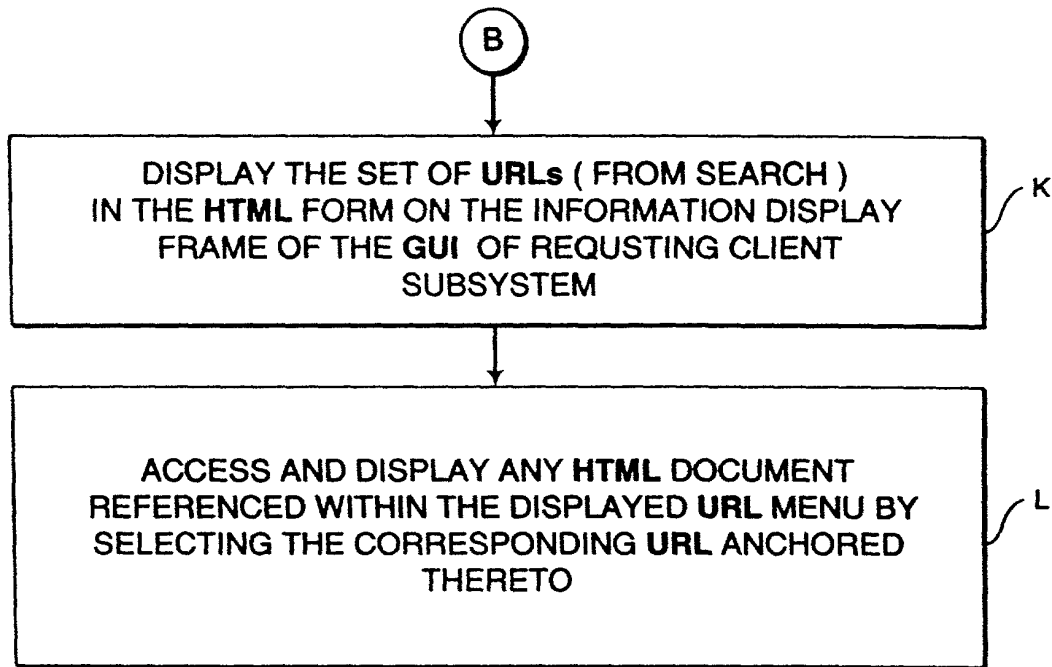


FIG. 6E3

10050075.042800

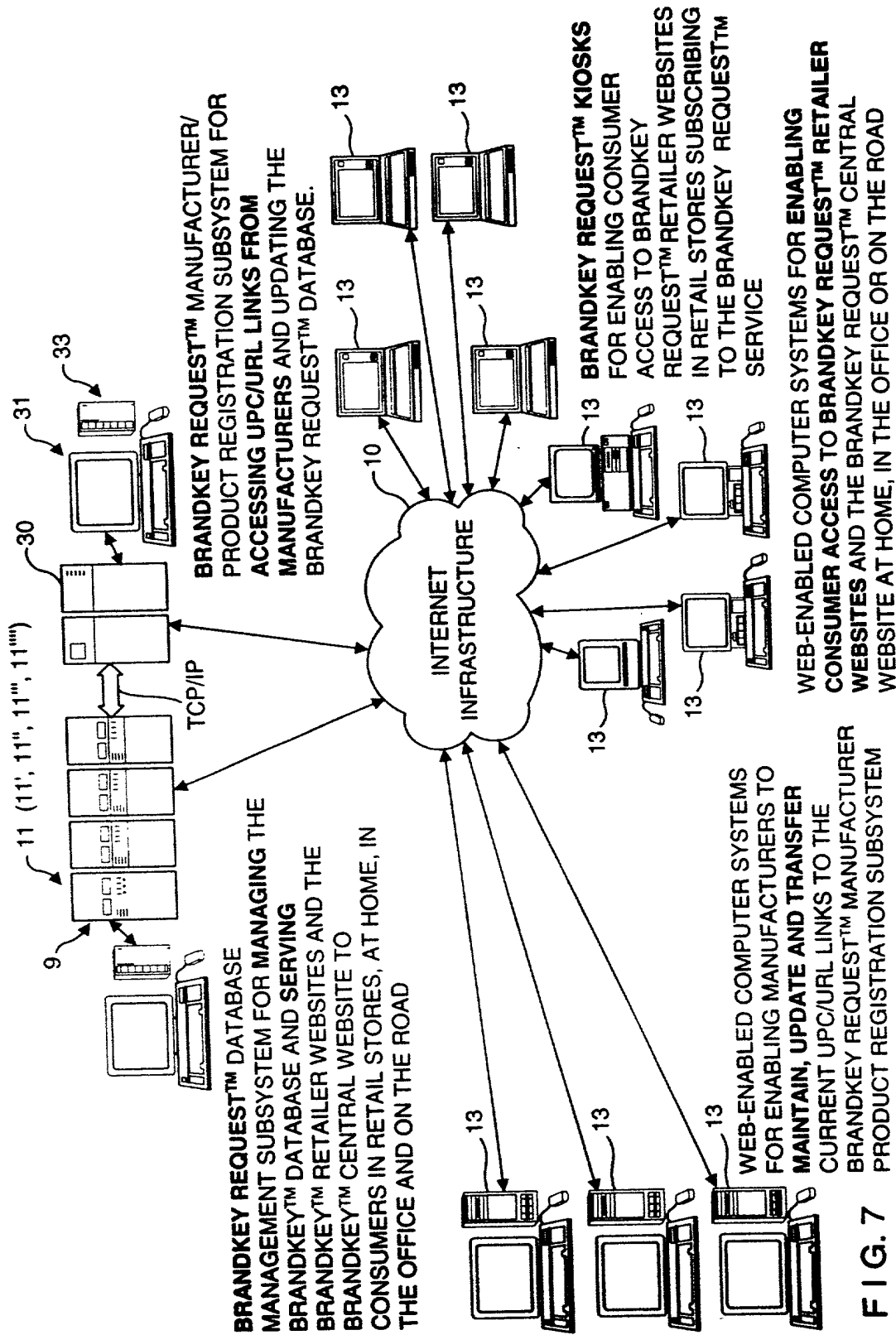


FIG. 7

104/193

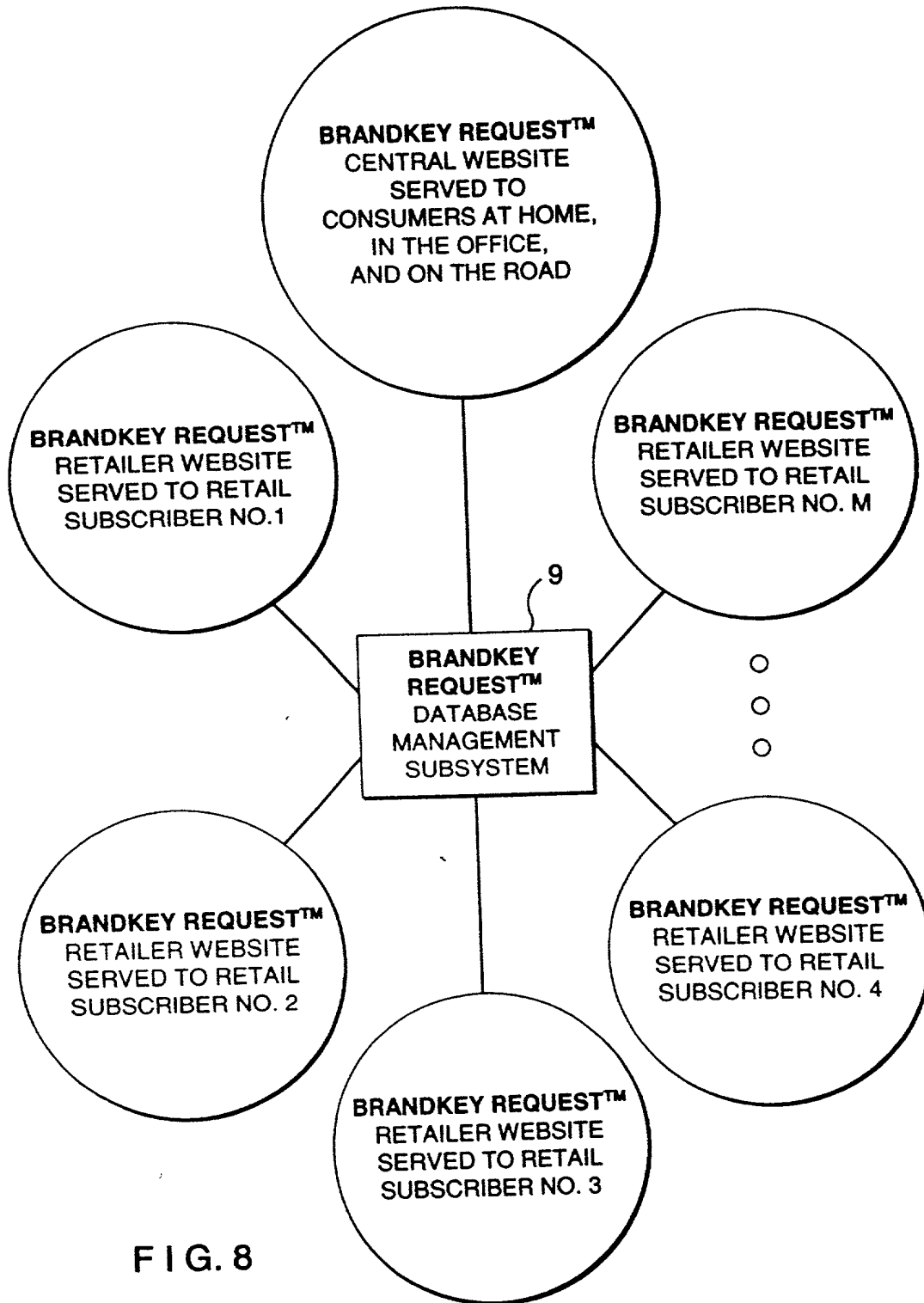


FIG. 8

202208065001

105/173

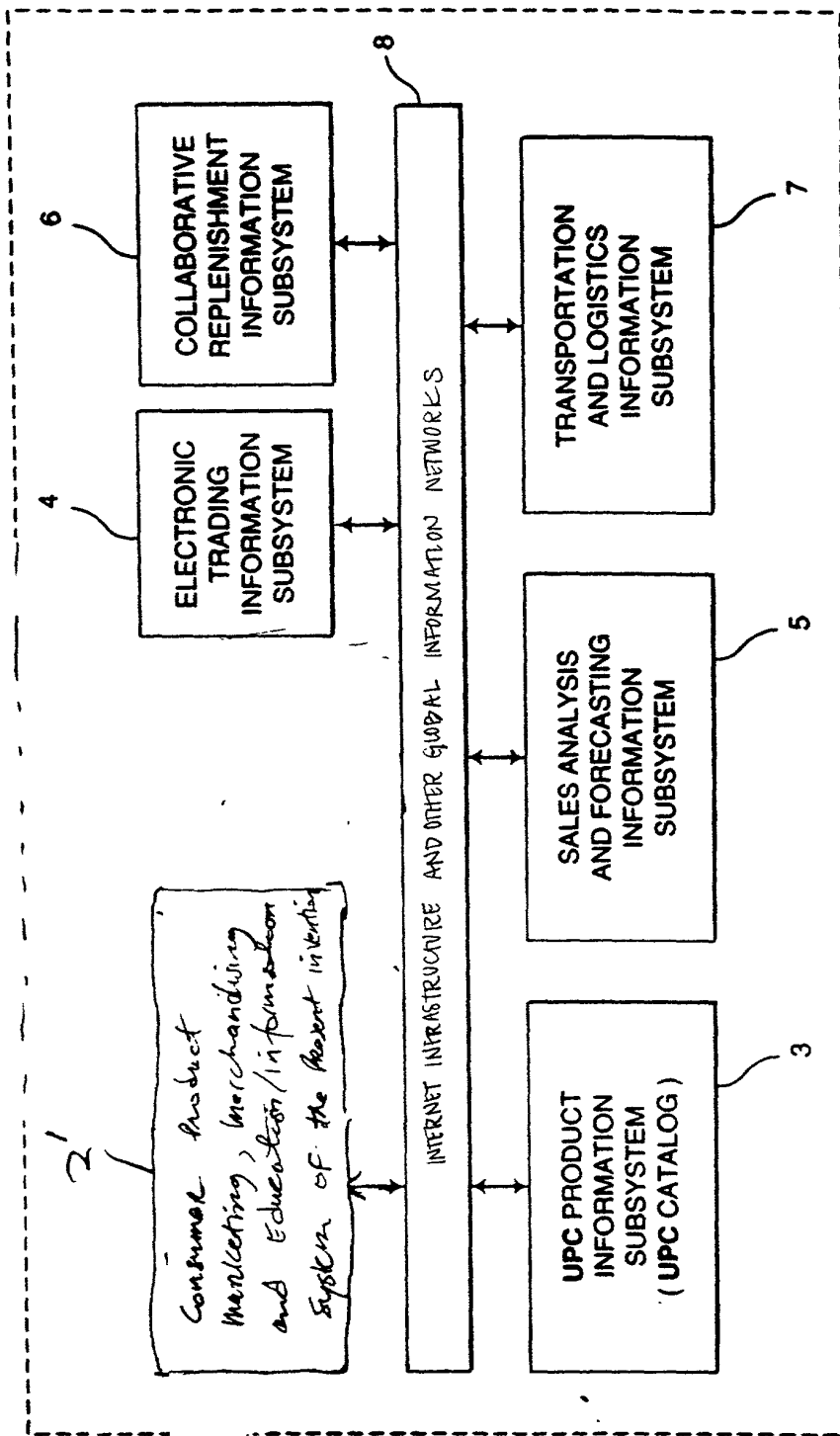


FIG. 9

SECOND ILLUSTRATIVE
EMBODIMENT

106/173

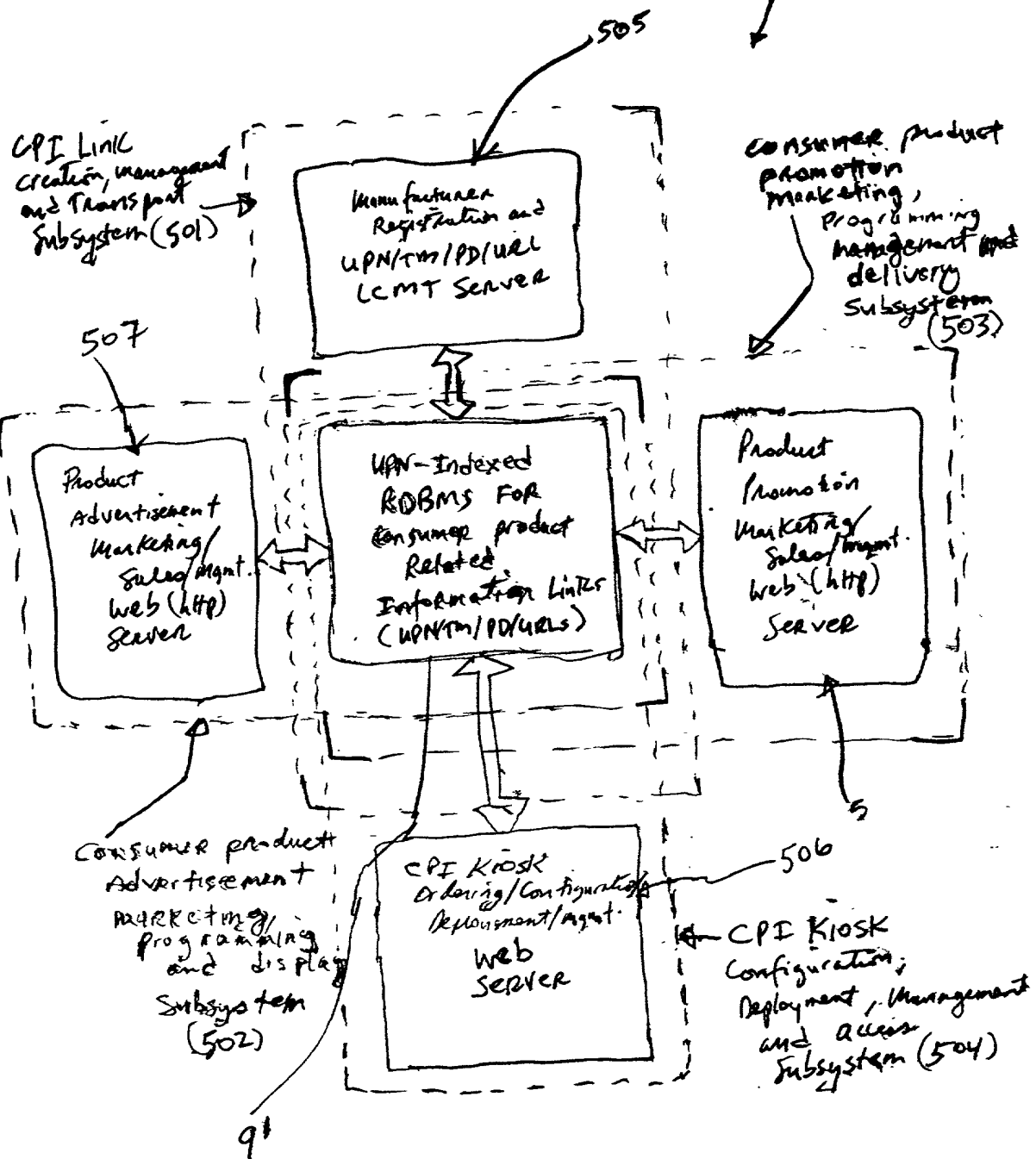


FIG 9A

20020787005001

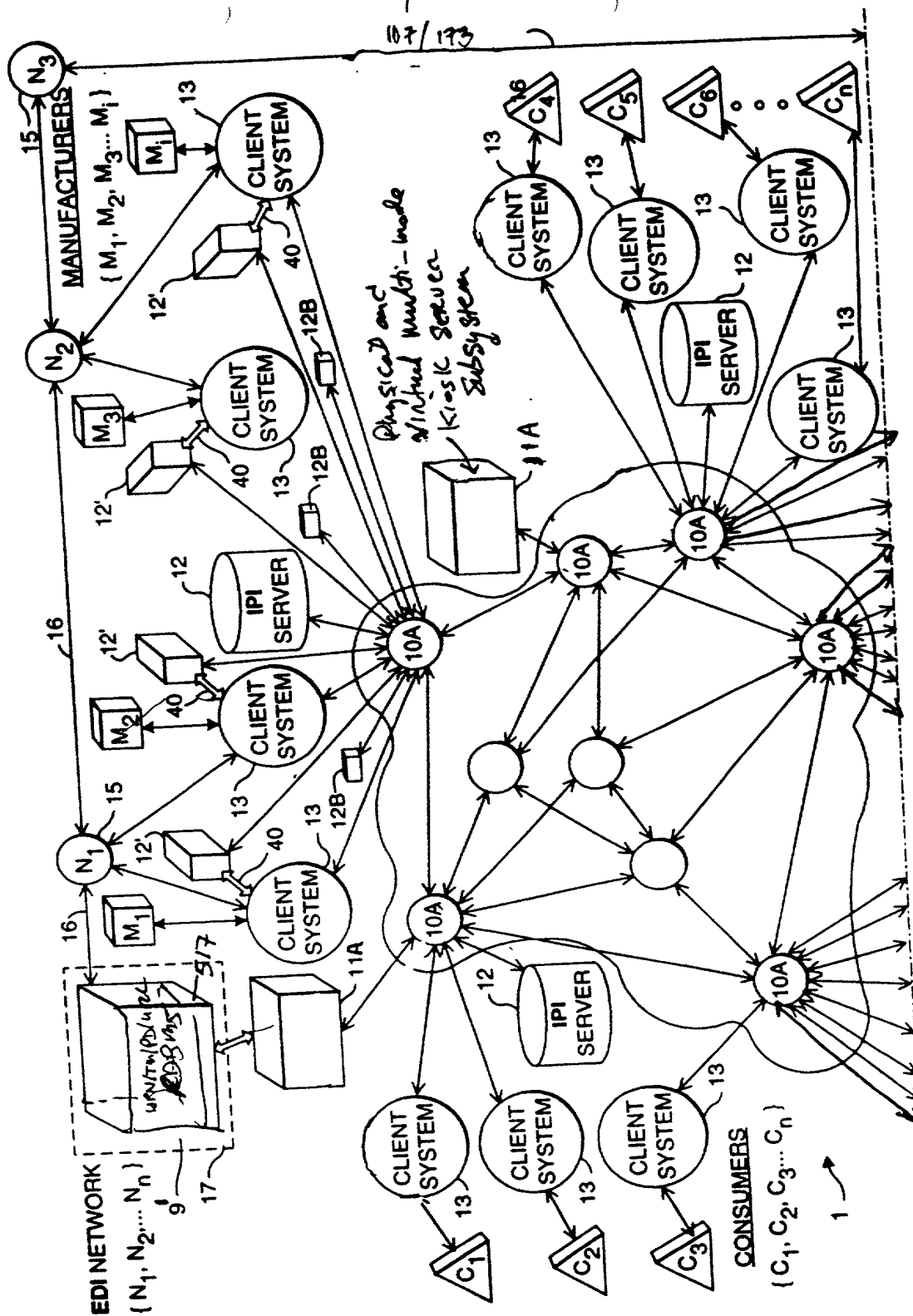


FIG 10A1

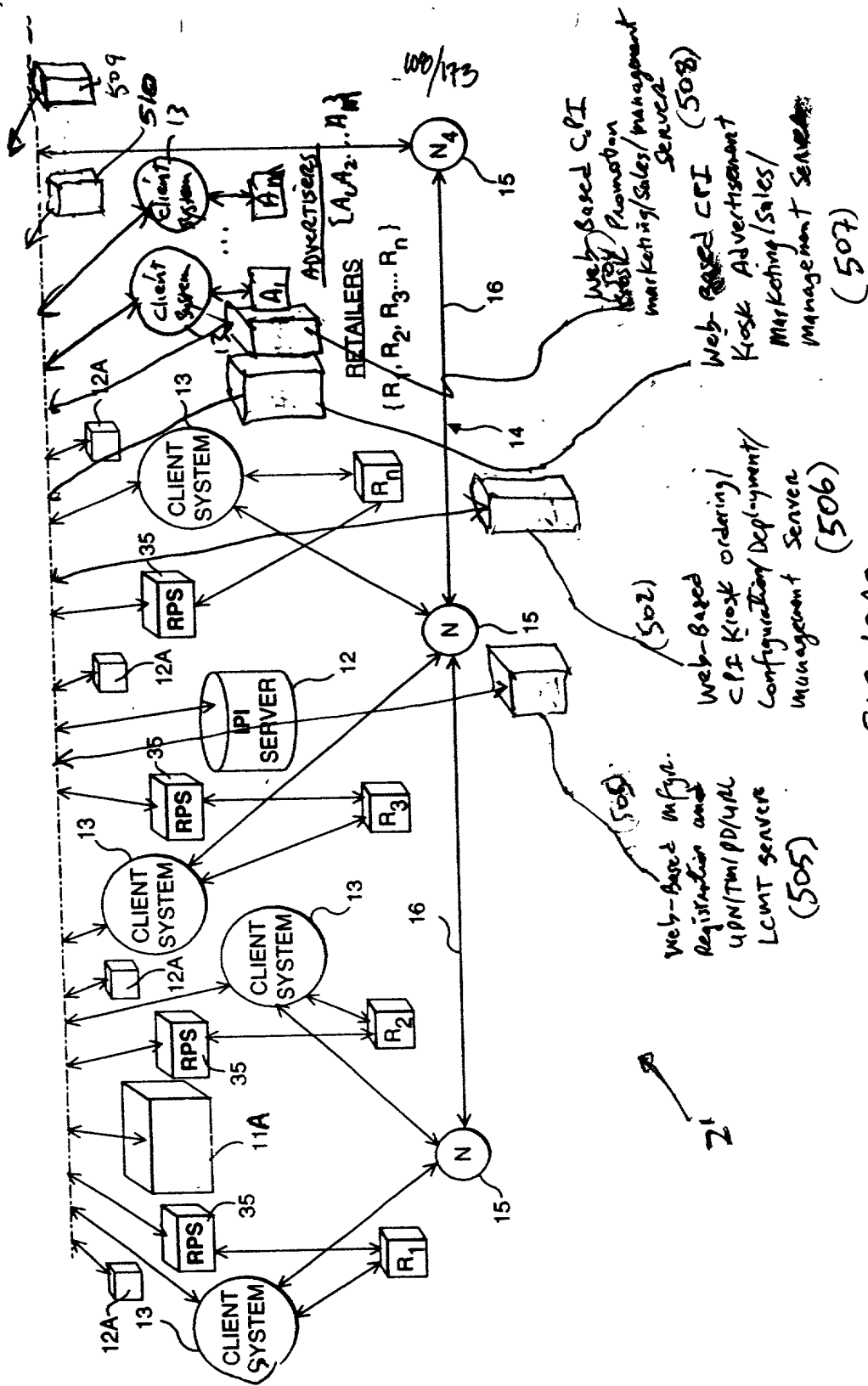


FIG. 10A2

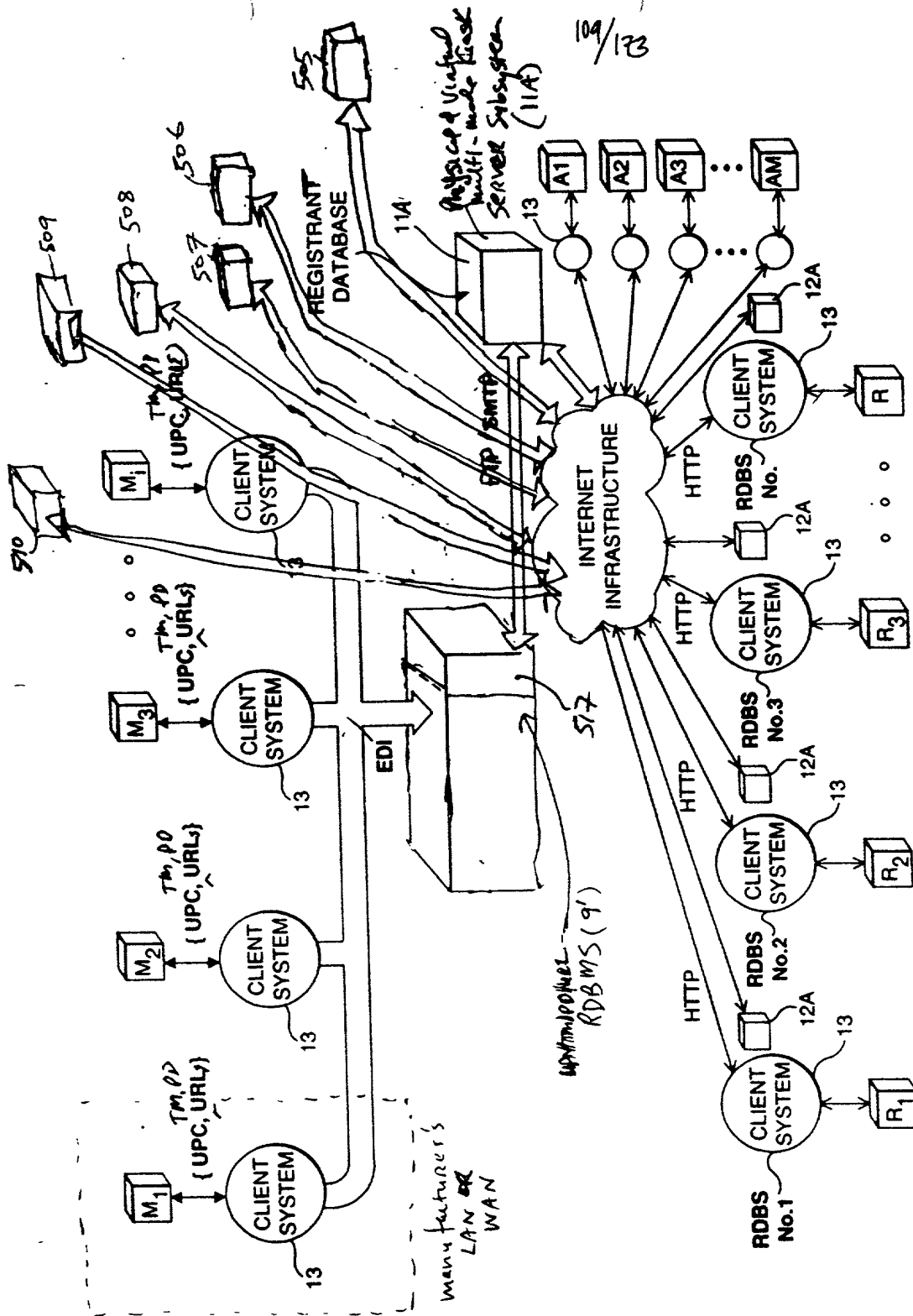


FIG 11

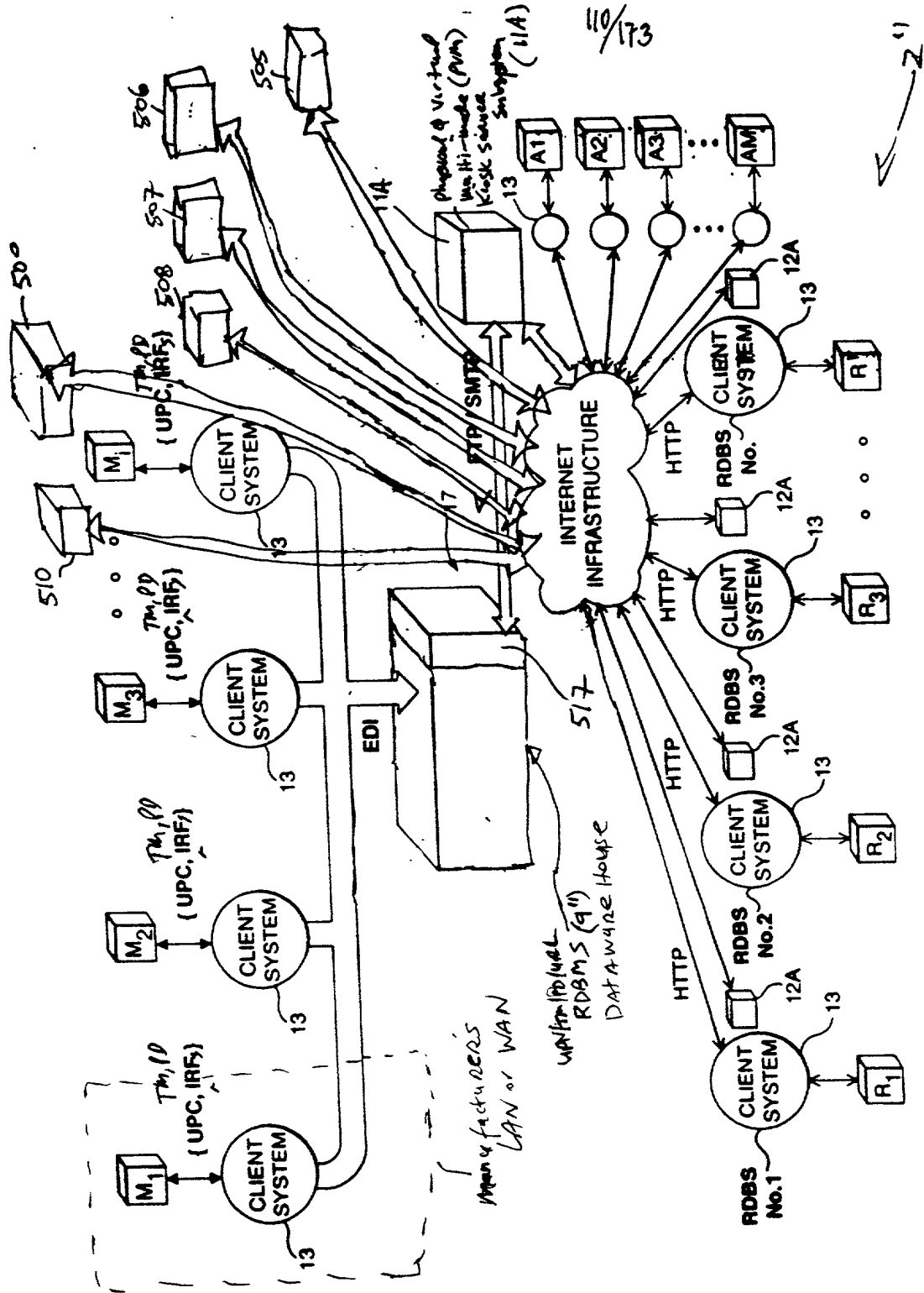


FIG. 12

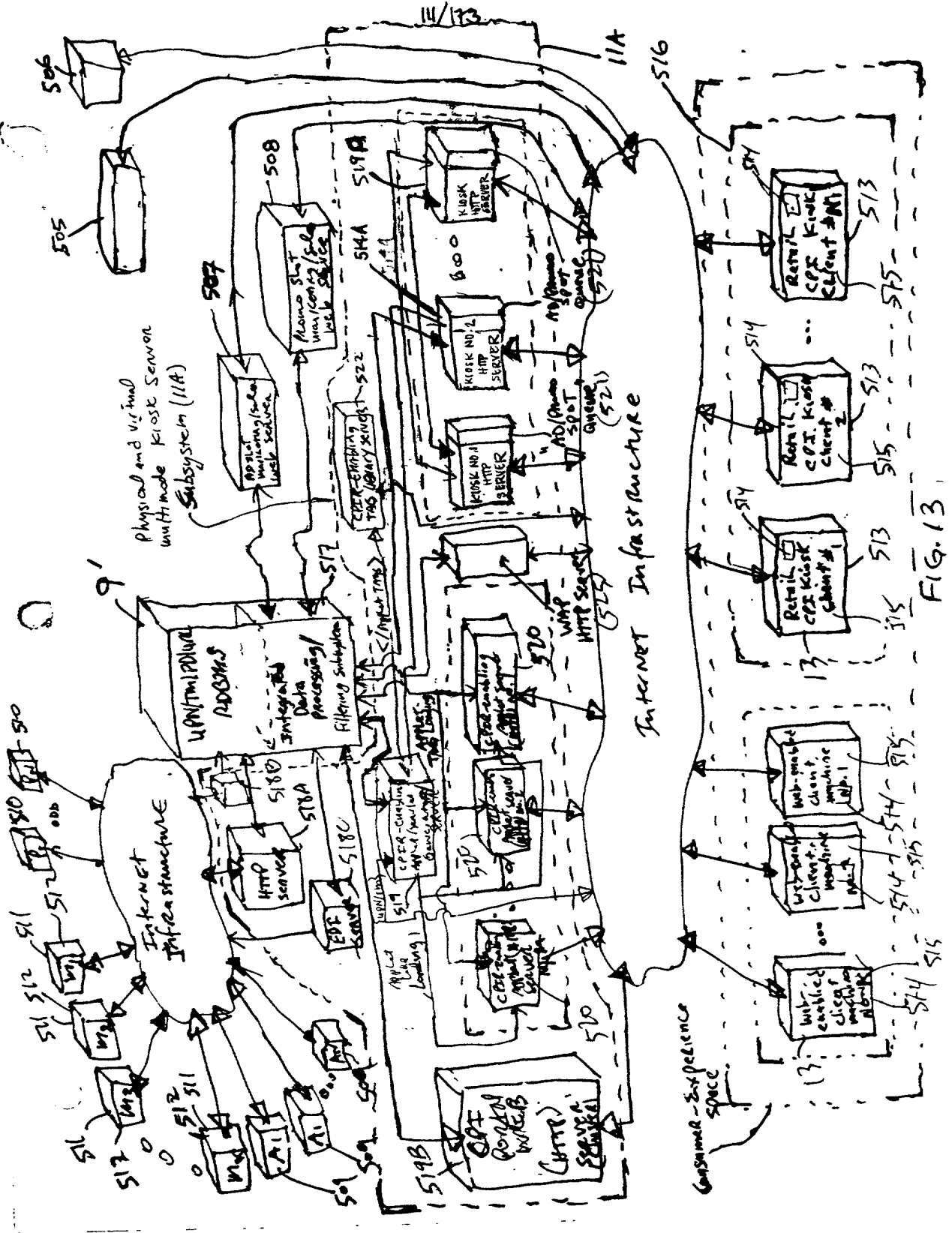
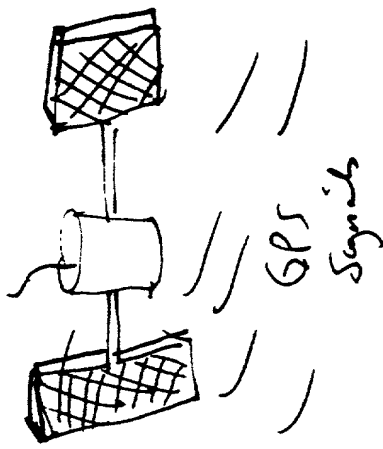


FIG. 13



112/113

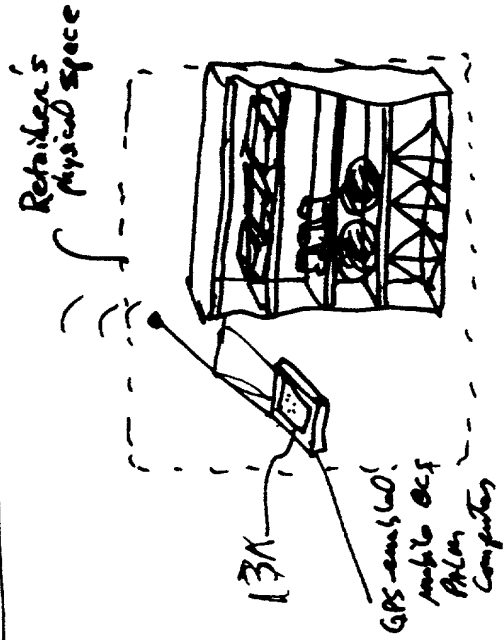
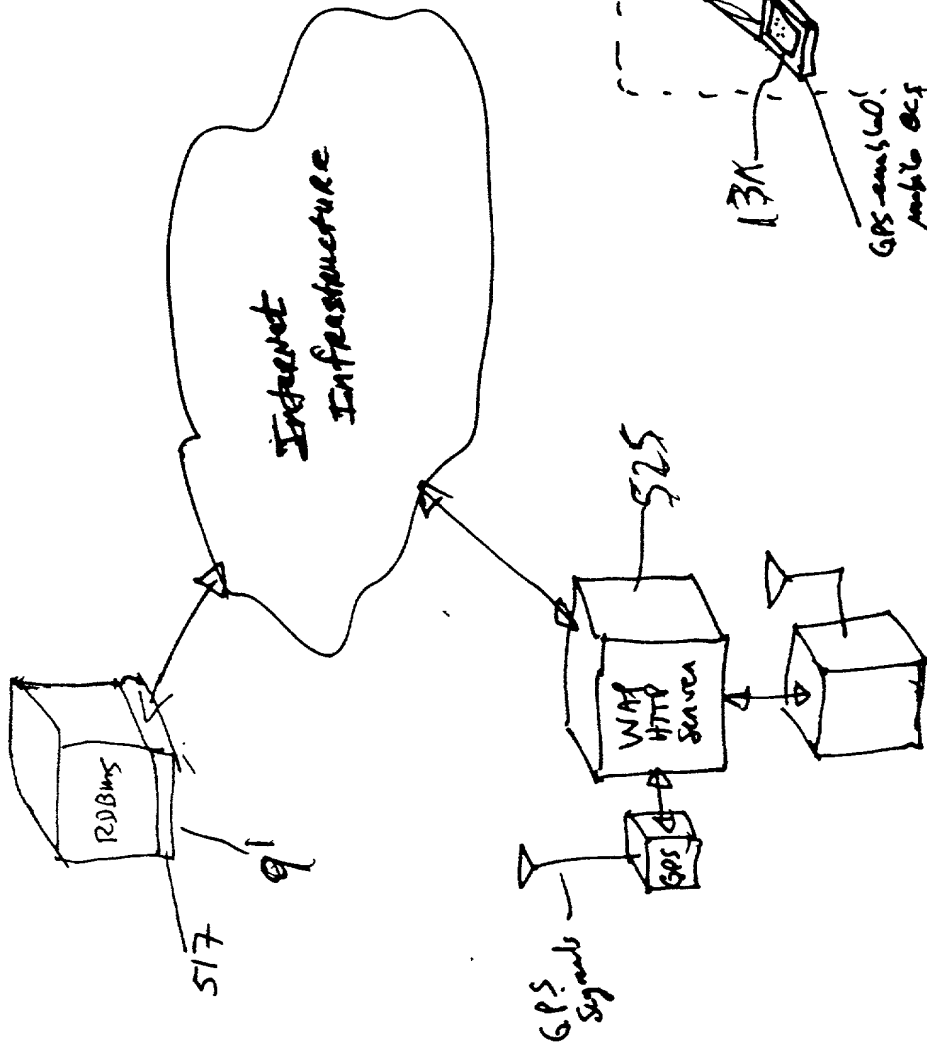


FIG. 14

113/173

Structure: ~~XXXXXXXXXX~~

Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mgr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Email Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vendor Employed	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Person	Alpha 20	Enterable; Modifiable
EDI Vendor Phone Number	Alpha 20	Enterable; Modifiable
EDI Vendor E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mngt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Email	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG 15A

Structure: UPN/URL Management SW License

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Version of UPN/URL Mgmt. SW	Alpha 20	Enterable; Modifiable
Number of Licenses Granted	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Keys	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Number	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt SW Acct. Rep.	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Download Date	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15B

2005078 012001

114/173

Structure: ~~Consumer Product~~

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Assigned UPN (UPC or UPC/EAN)	Alpha 20	Enterable; Modifiable
UPN Symbolology Type	Alpha 20	Enterable; Modifiable
Primary Trademark/Brand	Alpha 20	Enterable; Modifiable
Secondary Trademark/Brand	Alpha 20	Enterable; Modifiable
Product Description	Alpha 20	Enterable; Modifiable
Cash Register Short Description	Alpha 20	Enterable; Modifiable
Cash Register Description	Alpha 20	Enterable; Modifiable
Model Number	Alpha 20	Enterable; Modifiable
Package Type	Alpha 20	Enterable; Modifiable
Labeling Language	Alpha 20	Enterable; Modifiable
URL Marking on Package	Alpha 20	Enterable; Modifiable
Service Phone Number on Package	Alpha 20	Enterable; Modifiable
Brand Manager Identity	Alpha 20	Enterable; Modifiable
Brand Manager Phone Number	Alpha 20	Enterable; Modifiable
Brand Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Product Manager Identity	Alpha 20	Enterable; Modifiable
Product Manager Phone Number	Alpha 20	Enterable; Modifiable
Product Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Trademark Notice on Package	Alpha 20	Enterable; Modifiable
Copyright Notice on Package	Alpha 20	Enterable; Modifiable
Patent Notice on Package	Alpha 20	Enterable; Modifiable
URL for Primary TM Image	Alpha 20	Enterable; Modifiable
URL for Secondary Image	Alpha 20	Enterable; Modifiable
Effective Change Date	Alpha 20	Enterable; Modifiable
System Last Updated	Alpha 20	Enterable; Modifiable
Lease Date	Alpha 20	Enterable; Modifiable
Public Release Date	Alpha 20	Enterable; Modifiable
End Availability Date	Alpha 20	Enterable; Modifiable

FIG 15C

20221018 1055078.012303

115/173

Structure: **Information**

Assigned UPN	Alpha 20	Enterable; Modifiable
URL for Product Description	Alpha 20	Enterable; Modifiable
URL for Product Instructions	Alpha 20	Enterable; Modifiable
URL for Product Oper. Manual	Alpha 20	Enterable; Modifiable
URL for Orig. Warranty Service	Alpha 20	Enterable; Modifiable
URL for Extended Warranty Svcce	Alpha 20	Enterable; Modifiable
URL for 1st Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 2nd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 3rd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 4th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 5th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 1st Product Review	Alpha 20	Enterable; Modifiable
URL for 2nd Product Review	Alpha 20	Enterable; Modifiable
URL for 3rd Product Review	Alpha 20	Enterable; Modifiable
URL for 4th Product Review	Alpha 20	Enterable; Modifiable
URL for 5th Product Review	Alpha 20	Enterable; Modifiable
URL for 1st Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 2nd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 3rd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 4th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 5th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for Mfr. Service Request	Alpha 20	Enterable; Modifiable
URL for Product Returns To Mfr	Alpha 20	Enterable; Modifiable
URL for Product News	Alpha 20	Enterable; Modifiable
URL for Company News	Alpha 20	Enterable; Modifiable
URL for FAQs About Product	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 1	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 2	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #1	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #2	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #1	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #2	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #4	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #5	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #6	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #7	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #8	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #9	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #10	Alpha 20	Enterable; Modifiable
URL for Direct Mfr. Purchase	Alpha 20	Enterable; Modifiable
URL for Dealer Location in USA	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #1	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #2	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #3	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #4	Alpha 20	Enterable; Modifiable
URL for Product Retailer #1	Alpha 20	Enterable; Modifiable
URL for Product Retailer #2	Alpha 20	Enterable; Modifiable
URL for Product Retailer #3	Alpha 20	Enterable; Modifiable
URL for Product Retailer #4	Alpha 20	Enterable; Modifiable
URL for Product Retailer #5	Alpha 20	Enterable; Modifiable
URL for Product Retailer #6	Alpha 20	Enterable; Modifiable
URL for Product Retailer #7	Alpha 20	Enterable; Modifiable

FIG. 15DL

10059078-012302

116/173

URL for Product Retailer #8	Alpha 20	Enterable; Modifiable
URL for Product Retailer #9	Alpha 20	Enterable; Modifiable
URL for Product Retailer #10	Alpha 20	Enterable; Modifiable
URL for Product Retailer #11	Alpha 20	Enterable; Modifiable
URL for Product Retailer #12	Alpha 20	Enterable; Modifiable
URL for Product Retailer #13	Alpha 20	Enterable; Modifiable
URL for Product Retailer #14	Alpha 20	Enterable; Modifiable
URL for Product Retailer #15	Alpha 20	Enterable; Modifiable
URL for Product Retailer #16	Alpha 20	Enterable; Modifiable
URL for Product Retailer #17	Alpha 20	Enterable; Modifiable
URL for Product Retailer #18	Alpha 20	Enterable; Modifiable
URL for Product Retailer #19	Alpha 20	Enterable; Modifiable
URL for Product Retailer #20	Alpha 20	Enterable; Modifiable
URL for Complementary Product 1	Alpha 20	Enterable; Modifiable
URL for Complementary Product 2	Alpha 20	Enterable; Modifiable
URL for Complementary Product 3	Alpha 20	Enterable; Modifiable
URL for Complementary Product 4	Alpha 20	Enterable; Modifiable
URL for Complementary Product 5	Alpha 20	Enterable; Modifiable
URL for Special Product Notices	Alpha 20	Enterable; Modifiable
URL for Product Uses	Alpha 20	Enterable; Modifiable
URL for Product Recreations	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #1	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #2	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #3	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #4	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #5	Alpha 20	Enterable; Modifiable
URL for Product Updates	Alpha 20	Enterable; Modifiable
URL for Software Downloads	Alpha 20	Enterable; Modifiable
URL for Mfr-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Rtlr-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Mfr.Suggstd Rtl. Price	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

F15 15D2

10059078-012302

117/173

Structure: Retailer

Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable
Purchasing Director Identity	Alpha 20	Enterable; Modifiable
Purchasing Director Phone	Alpha 20	Enterable; Modifiable
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable
UPC Catalog Provider	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable
UPC Catalog Provider E-Mail	Alpha 20	Enterable; Modifiable
EDI B2N Enabler	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable
EDI B2B Contact Phone	Alpha 20	Enterable; Modifiable
EDI B2B Contact E-Mail	Alpha 20	Enterable; Modifiable
EDI Vendor	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Identity	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Phone	Alpha 20	Enterable; Modifiable
EDI Vendor Contact E-Mail	Alpha 20	Enterable; Modifiable
Marketing Manager	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15E

Structure: Retailer/Mfr. P-Store Relation

Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15F

10059078-0123002

1107173

Structure: Mfr./Retailer Relationships

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Retailer #1 ID No.	Alpha 20	Enterable; Modifiable
Retailer #2 ID No.	Alpha 20	Enterable; Modifiable
Retailer #3 ID No.	Alpha 20	Enterable; Modifiable
Retailer #4 ID No.	Alpha 20	Enterable; Modifiable
Retailer #5 ID No.	Alpha 20	Enterable; Modifiable
Retailer #6 ID No.	Alpha 20	Enterable; Modifiable
Retailer #7 ID No.	Alpha 20	Enterable; Modifiable
Retailer #8 ID No.	Alpha 20	Enterable; Modifiable
Retailer #9 ID No.	Alpha 20	Enterable; Modifiable
Retailer #10 ID No.	Alpha 20	Enterable; Modifiable
Total # Retailer Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15G

Structure: Consumer

Consumer Name	Alpha 20	Enterable; Modifiable
Consumer ID No.	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Shopped at Retail Store ID Nos.	Alpha 20	Enterable; Modifiable
Shopped at Retailer Store ID No	Alpha 20	Enterable; Modifiable
Consumer Index 1	Alpha 20	Enterable; Modifiable
Consumer Index 2	Alpha 20	Enterable; Modifiable
Consumer Index 3	Alpha 20	Enterable; Modifiable
Consumer Index 4	Alpha 20	Enterable; Modifiable
Consumer Index 5	Alpha 20	Enterable; Modifiable
Consumer Index 6	Alpha 20	Enterable; Modifiable
Consumer Index 7	Alpha 20	Enterable; Modifiable
Consumer Index 8	Alpha 20	Enterable; Modifiable
Consumer Index 9	Alpha 20	Enterable; Modifiable
Credit Card Nos.	Alpha 20	Enterable; Modifiable

FIG. 15H

FIG. 15G

119/173

Structure: Advertiser

Advertiser Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #1	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #2	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #3	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #4	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #5	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #6	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #7	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #8	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #9	Alpha 20	Enterable; Modifiable
Total # Mfr. Agency Relations	Alpha 20	Enterable; Modifiable
Ad Agent For Retailer #1	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #2	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #3	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #4	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #5	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #6	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #7	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #8	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #9	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Advertiser WWW Site	Alpha 20	Enterable; Modifiable
Advertiser Network Acct. No.	Alpha 20	Enterable; Modifiable
Advertiser Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable
	Alpha 20	Indexed; Enterable; Modifiable

FIG. 15 I

20050703 012802

120/173

Structure: Promoter

Promoter Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #1	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #2	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #3	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #4	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #5	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #6	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #7	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #8	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #1	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #2	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #3	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #4	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #5	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #6	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #7	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #8	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #9	Alpha 20	Enterable; Modifiable
Promo Agent For Rtlr. #10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Promoter WWW Site	Alpha 20	Enterable; Modifiable
Promoter Network Acct. No.	Alpha 20	Enterable; Modifiable
Promoter Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15J

12/173

Structure: Physical Kiosk

Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Assigned Static IP Address	Alpha 20	Enterable; Modifiable
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
Physical Kiosk Access Password	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 5	Alpha 20	Enterable; Modifiable
Status of Retailer's MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Monday	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Thur.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sun.	Alpha 20	Enterable; Modifiable
CPIR Request Service GUI Type	Alpha 20	Enterable; Modifiable
Ad Display Service GUI Type	Alpha 20	Enterable; Modifiable
Promo Service GUI Type	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15K

10059073 012303

122/193

Structure: Retailer Physical Store

Retail ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Store Manager Identity	Alpha 20	Enterable; Modifiable
Store Manager Phone	Alpha 20	Enterable; Modifiable
Store Manager E-Mail	Alpha 20	Enterable; Modifiable
Regional Manager Identity	Alpha 20	Enterable; Modifiable
Regional Manager Phone	Alpha 20	Enterable; Modifiable
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable
Number of Store Aisles	Alpha 20	Enterable; Modifiable
Number of Floors	Alpha 20	Enterable; Modifiable
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable
Product Category/Shelf Maps	Alpha 20	Enterable; Modifiable
Available Internet Connectivity	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable
	Alpha 20	Enterable; Modifiable

FIG. 15L

Structure: Physical Kiosk HTTP Server

Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server Log	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15M

Structure: Retailer's Physical Kiosk Cat.

Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15N

FIG. 15L

123/173

Structure: Physical Kiosk E-Mail

Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG.150

Structure: Physical Kiosk User Activity

Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-Mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG.15P

Structure: Ad Spot Order --Virtual Kiosk

UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Spot Order	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost of Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisemen	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Cost	Alpha 20	Enterable; Modifiable
Date of Ad Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG.15Q

1005003.012302

124/193

Structure: Ad Spot Order-- Physical Kiosk

UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15R

Structure: Promo Spot Order- Physical Kiosk

UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message in DF2	Alpha 20	Enterable; Modifiable
Promotional Message in DF3	Alpha 20	Enterable; Modifiable
Promotional Message in DF4	Alpha 20	Enterable; Modifiable
Promotional Message in DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 30	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15S

20250708 043007

125/173

Structure: Physical Kiosk Ad Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Ad Spot ID No.1	Alpha 20	Enterable; Modifiable
Ad Spot ID No.2	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Ad Spot ID No.4	Alpha 20	Enterable; Modifiable
Ad Spot ID No.5	Alpha 20	Enterable; Modifiable
Ad Spot ID No.6	Alpha 20	Enterable; Modifiable
Ad Spot ID No.7	Alpha 20	Enterable; Modifiable
Ad Spot ID No.8	Alpha 20	Enterable; Modifiable
Ad Spot ID No.9	Alpha 20	Enterable; Modifiable
Ad Spot ID No.10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15T

Structure: Physical Kiosk Promo Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15U

10500787065001

126/173

Structure: Virtual Kiosk

Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store or E-Store ID No	Alpha 20	Enterable; Modifiable
Type of Virtual Kiosk	Alpha 20	Enterable; Modifiable
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Licensed Internet Domain	Alpha 20	Enterable; Modifiable
Virtual Kiosk Licensee (e.g. retailer, mfg., et al.)	Alpha 20	Enterable; Modifiable
Virtual Kiosk Enabling Password	Alpha 20	Enterable; Modifiable
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
AD Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Status of Retailer MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Mon	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Tue	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Wed	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Thu	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Fri	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sat	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sun	Alpha 20	Enterable; Modifiable
URL for Accessing Virtual Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15V

Structure: CPIR-enabling Applet

CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Type of CPIR-Enabling Applet	Alpha 20	Enterable; Modifiable
URL of CPIR-Enabling Applet BC	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Server Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15W

20050701 012603

127/123

Structure: Retailer E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
E-Store Manager Identity	Alpha 20	Enterable; Modifiable
E-Store Manager Phone	Alpha 20	Enterable; Modifiable
E-Store Manager E-Mail	Alpha 20	Enterable; Modifiable
E-Store WWW Site Map	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 X

Structure: Retailer's Virtual Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Virtual Kiosks	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 Y

Structure: Virtual Kiosk E-Mail		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 Z

20250709 09:06:00

129/173

Structure: Virtual Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-Mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15AA

Structure: Promo Spot Order--Virtual Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message in DF2	Alpha 20	Enterable; Modifiable
Promotional Message in DF3	Alpha 20	Enterable; Modifiable
Promotional Message in DF4	Alpha 20	Enterable; Modifiable
Promotional Message in DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15BB

20050708 10:06:50

129/173

Structure: Virtual Kiosk Promo Campaign

Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15CC

Structure: Virtual Kiosk Ad Campaign

Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered on Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG 15DD

Structure: Ad Credit --Physical Kiosk

Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG 15EE

2025078-012802

130/173

Structure: Ad Credit --Virtual Kiosk

Advertiser ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
URL of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15FP

Structure: Promo Credit -- Physical Kiosk

Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Promo	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15GG

Structure: Promo Credit -- Virtual Kiosk

Advertiser Identification No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Promo	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15HH

10059078-012502

137/173

Structure: Purchase at Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15 II

Structure: Purchase at E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Promo Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15 JJ

Structure: Retailer/Mfgr. E-Store Relation		
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 KK

20021018/012003

132/173

Structure: Mfr. Shelf/Aisle Rights		
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
MIN of Mfr. #1	Alpha 20	Enterable; Modifiable
MIN of Mfr. #2	Alpha 20	Enterable; Modifiable
MIN of Mfr. #3	Alpha 20	Enterable; Modifiable
MIN of Mfr. #4	Alpha 20	Enterable; Modifiable
MIN of Mfr. #5	Alpha 20	Enterable; Modifiable
MIN of Mfr. #6	Alpha 20	Enterable; Modifiable
MIN of Mfr. #7	Alpha 20	Enterable; Modifiable
MIN of Mfr. #8	Alpha 20	Enterable; Modifiable
MIN of Mfr. #9	Alpha 20	Enterable; Modifiable
MIN of Mfr. #10	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 LL

Structure: Mfr. E-Store Web-Page Rights		
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
MIN of Mfr. #1	Alpha 20	Enterable; Modifiable
MIN of Mfr. #2	Alpha 20	Enterable; Modifiable
MIN of Mfr. #3	Alpha 20	Enterable; Modifiable
MIN of Mfr. #4	Alpha 20	Enterable; Modifiable
MIN of Mfr. #5	Alpha 20	Enterable; Modifiable
MIN of Mfr. #6	Alpha 20	Enterable; Modifiable
MIN of Mfr. #7	Alpha 20	Enterable; Modifiable
MIN of Mfr. #8	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 MM

^{Mfrs}
(Virtual Shelf Rights)
also

20050708 012300

133/173

Modes of Information Service in the CPI Link Creation, Management and Transport Subsystem (501)

- Registration of Manufacturer/Creation of Manufacturer Account
- Login by Manufacturer
- Download and Register UPN/TM/PD/URL Link
- Creation/Management/and Transport (LCMT) Software
- Installation and Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- Selection and Customizing UPN/TM/PD/URL LCMT GUI Design-
 - Manufacturer Customization Options;
 - Default CPI Categories for Linked URL,
 - Custom CPI Categories for Linked URL
- On-Line Training for UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certification of Manufacturer's Product Advertising Agents
- Certification of Manufacturer's Product Promotional Agents

FIG. 16

10056078-012802

13A/173

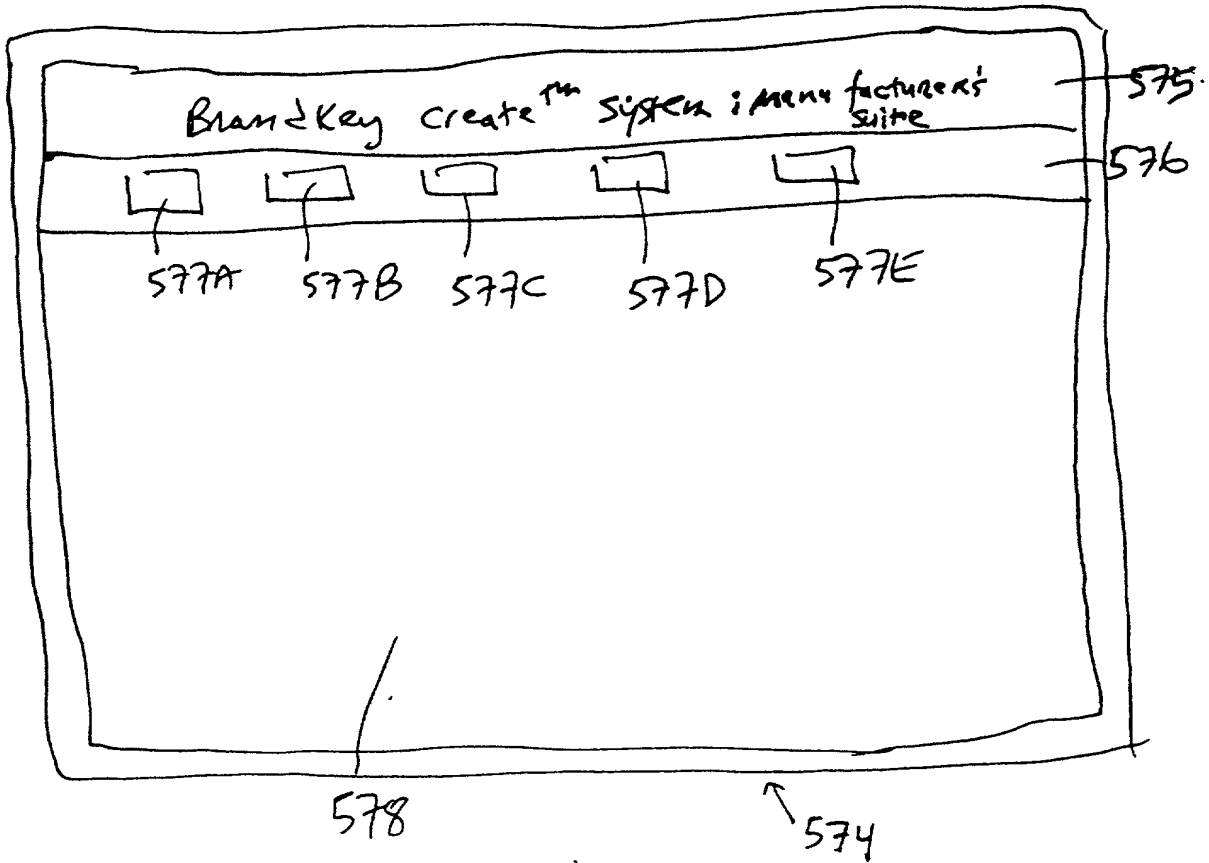


FIG. 16A

10055073-012003

135/193

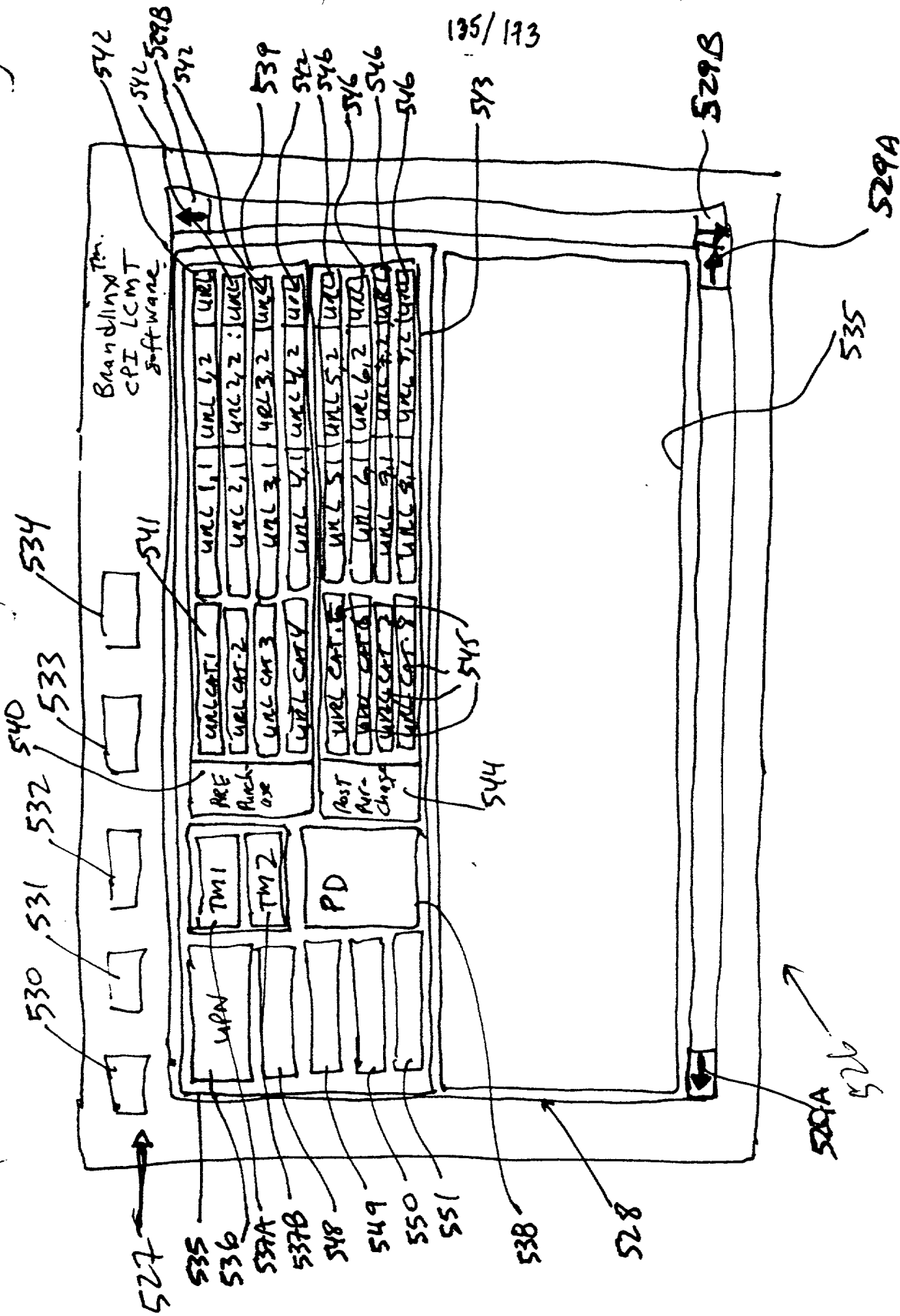


FIG.17

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

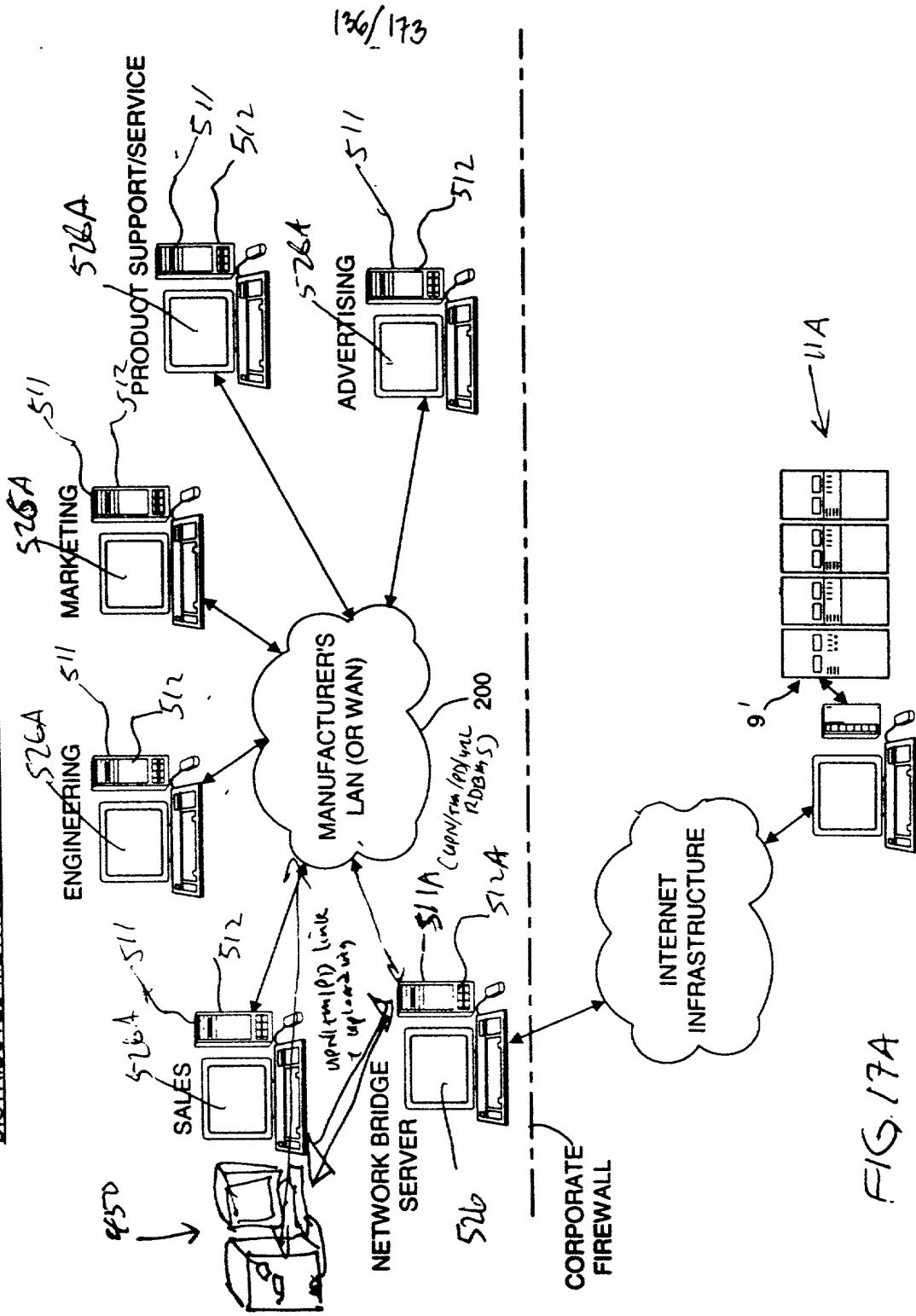


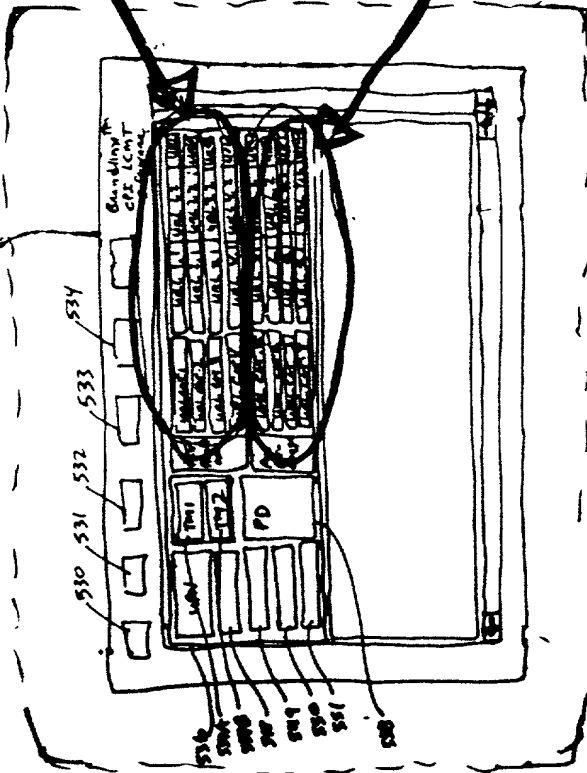
FIG 17A

200210 "B206501" Department "Category SET No. 1"

Distributed Method of

URL Category Management
within a Manufacturer Enterprise S12

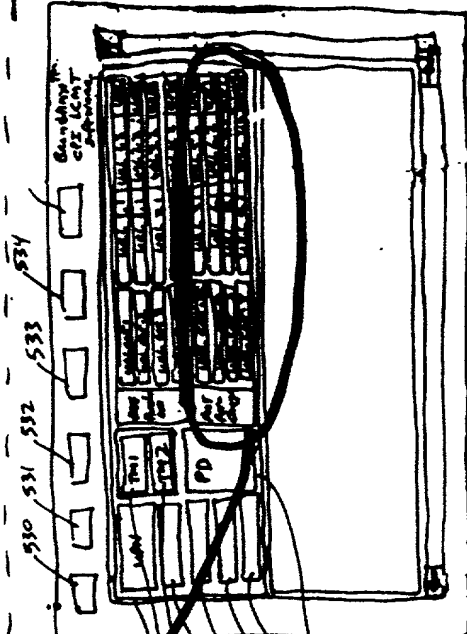
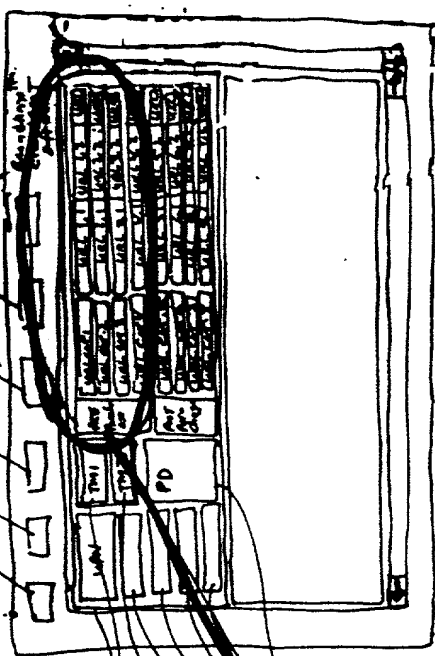
Master URL/URL
LCMT GUI



S12

S12A

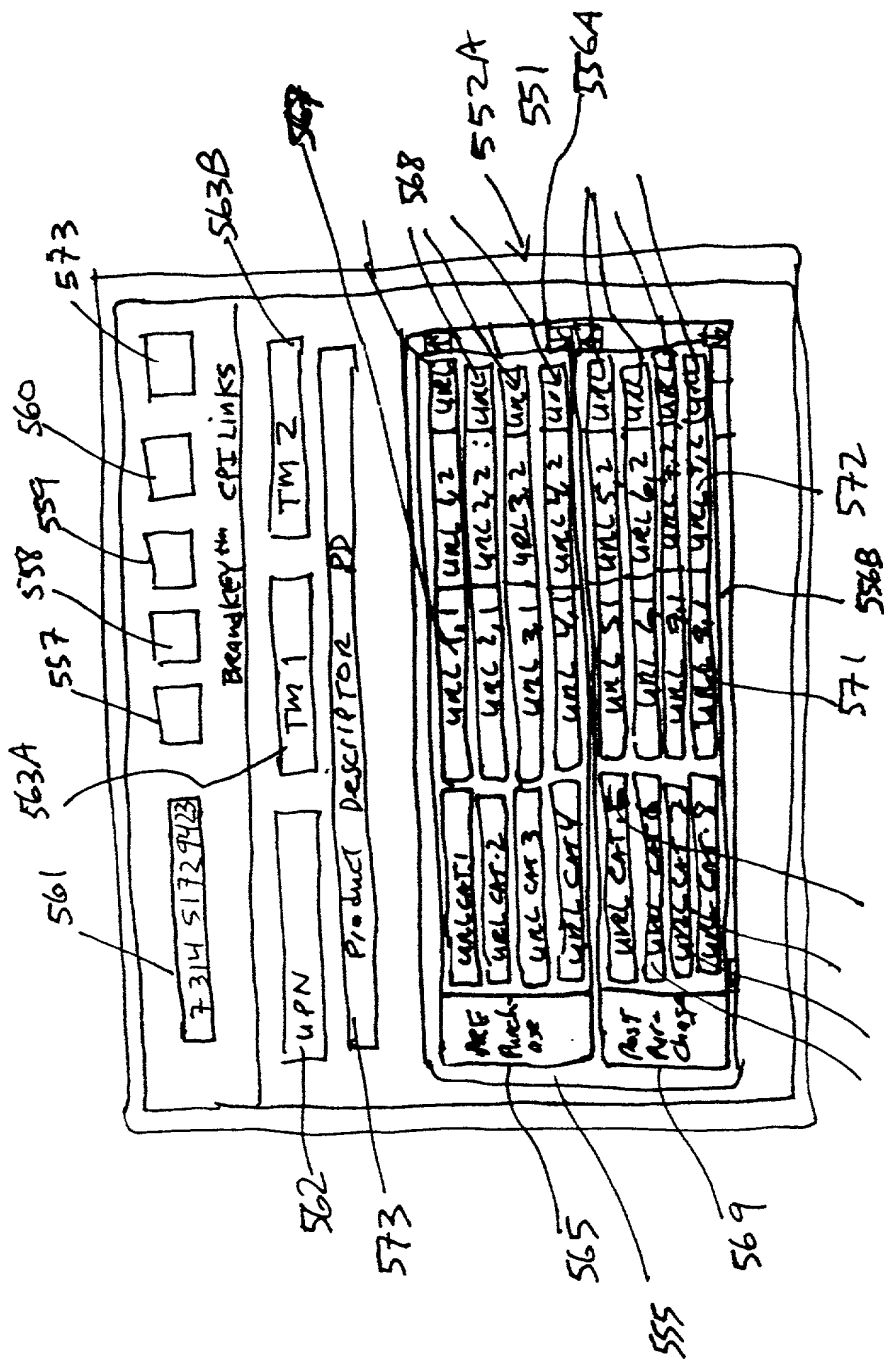
137/133



Department No. N1 Assigned
URL Category SET No. N

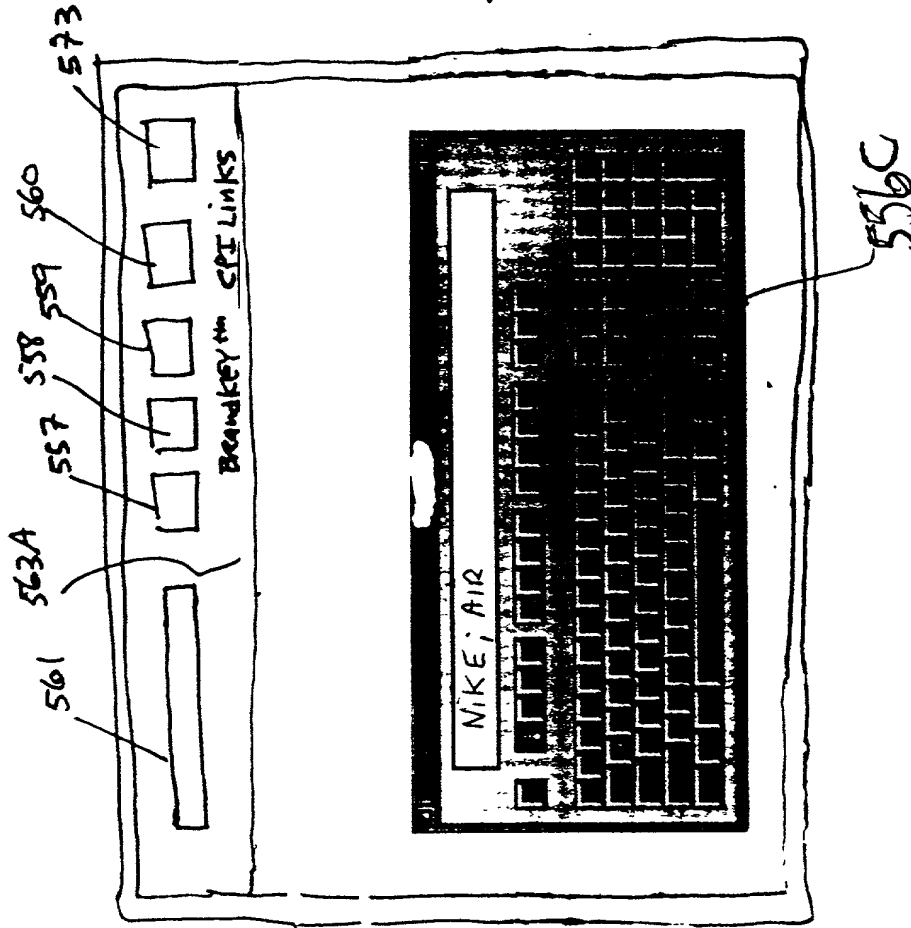
FIG. 17B

138/173



UPN-DIRECTED
 Search Mode:
 Steps ~ Mode Selection, Data Entry +
 Result Display

FIG. 18A

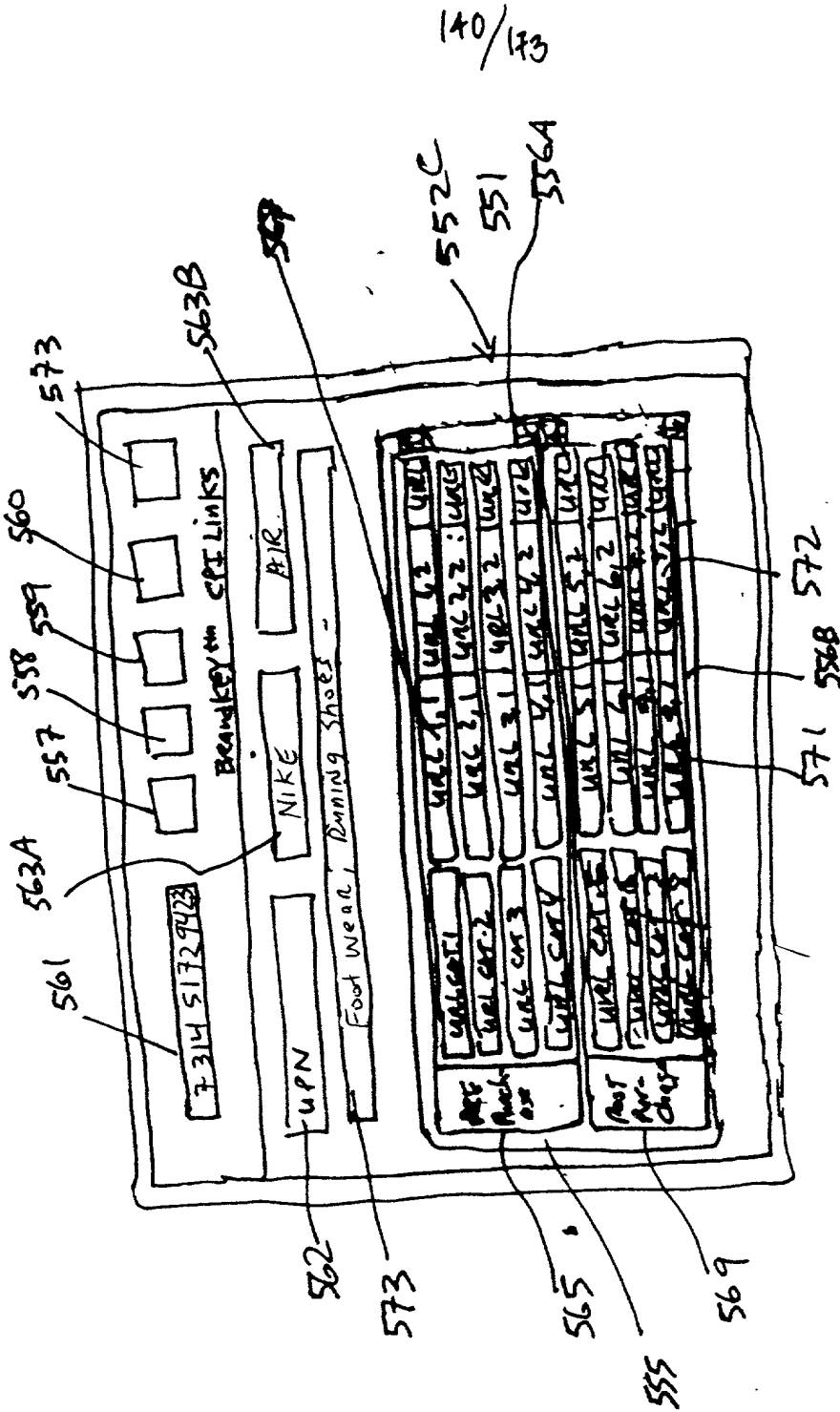


139/173

← 552B

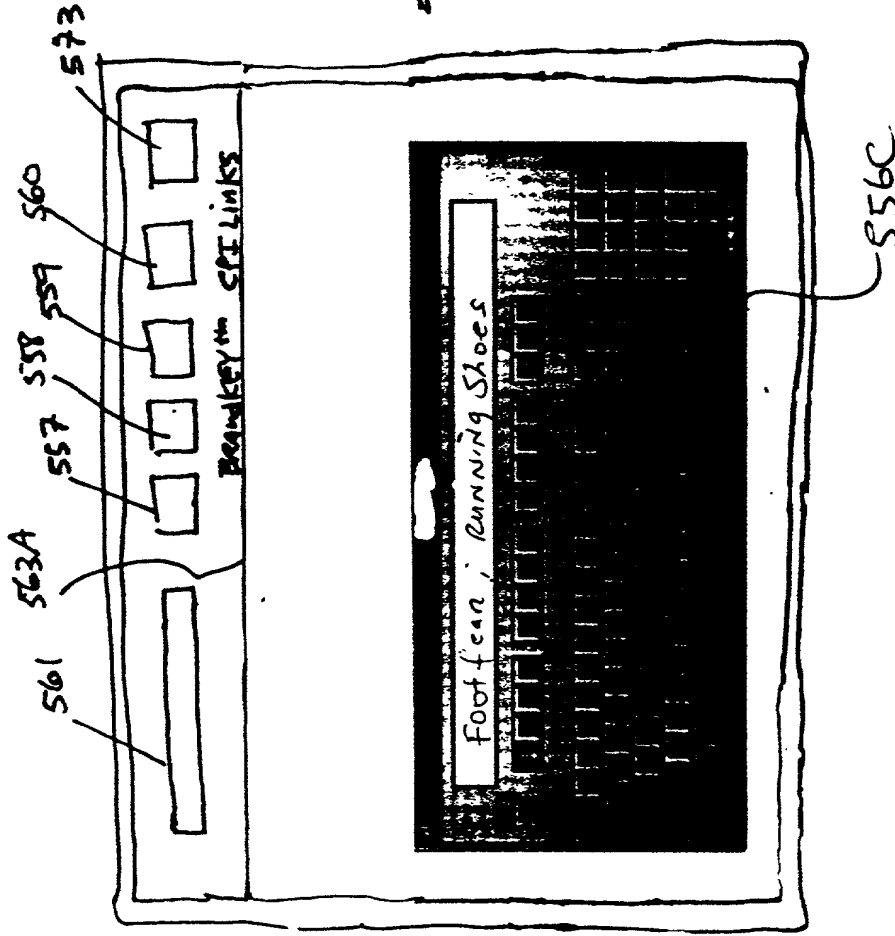
TM-Directed Search Mode:
Step 1 - Mode Selection
of Data Entry

FIG. 18B1



TM-Directed
Search Mode:
Step 2 - Record selection
& Display

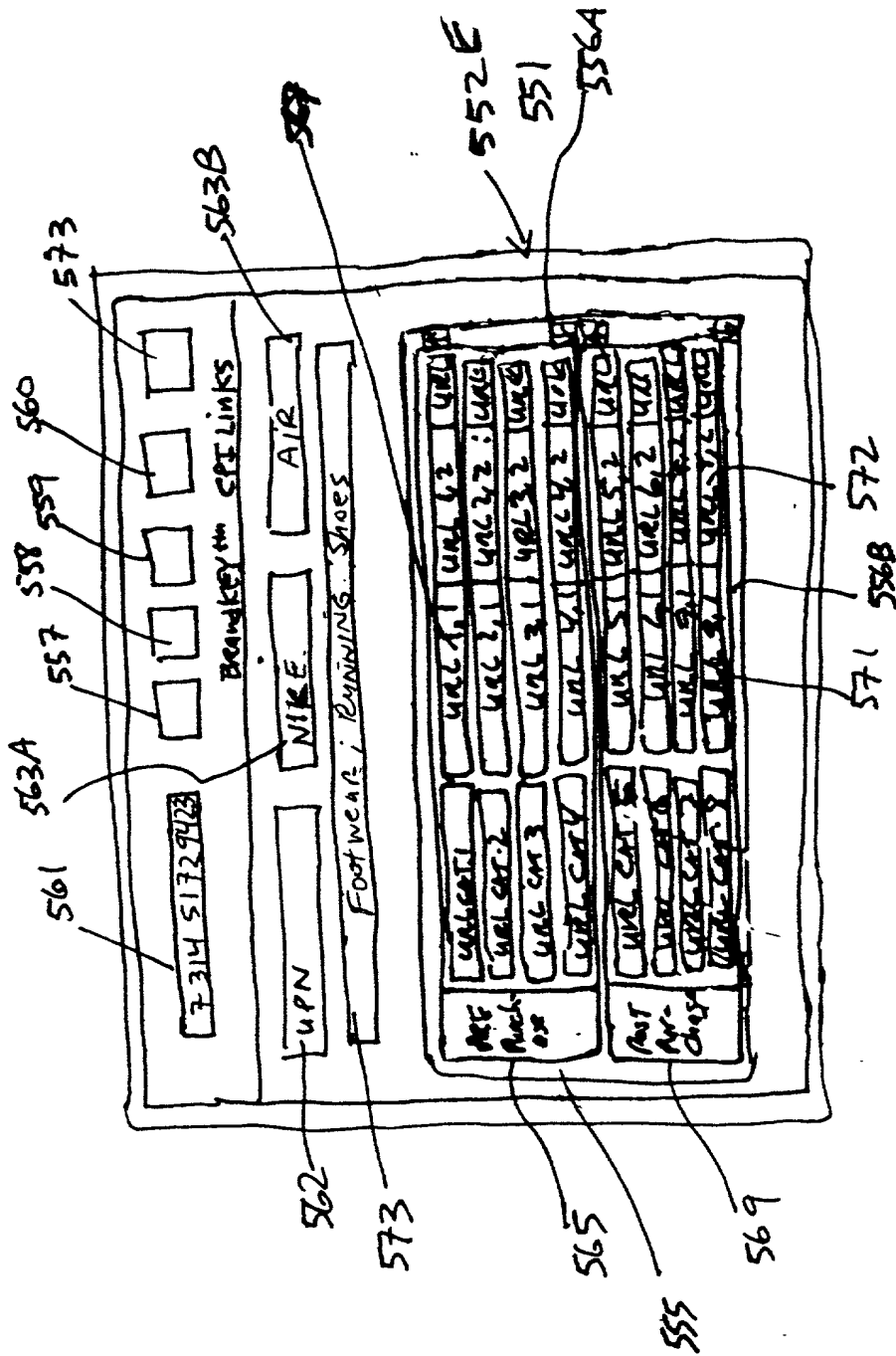
FIG. 18B2



PD-Directed
Search Made:
Step 1 - Made Selection
of Data entry

FIG. 18C1

142/173



PD-Directed
Search mode
Step 2: Record Selection
& Display

FIG. 18C7

143/173

**Modes of Information Service in the CPI Kiosk Configuration, Deployment,
Management and Access Subsystem (504)**

Retailers (in physical and electronic streams of commerce)

- Registration of Retailer/Creation of Retailer Account
- Log-in by Retailer
- Update and Display Kiosk Deployment Directory –
- Select/order Physical and Virtual Kiosk for Deployment:
 - Specify Location of Kiosk Installation and Deployment
 - Selection of Information Services delivered by Deployed EPI Kiosk
 - Selection and customization of CPI Design- Kiosk GUI Design
- Registration of Manufacturer's Physical Aisle/Shelf Rights/Privileges on CPI Kiosks
- Certification of Retailer's Advertising Agents
- Certification of Retailer's Product Promotional Agents
- Monitoring Performance of Registered Retailer Advertising Agents
- Monitoring Performance of registered Retailer Promotional Agents

Consumers

- Registration of Consumer (for Retailer-Issued Courtesy Cards)
- Display of Kiosk Deployment Directories
 - Virtual CPI Kiosks Deployed in Retailer E-stores
 - Physical CPI Kiosks Deployed in Retailer P-Stores
 - Virtual CPI Kiosks Deployed on WWW
- Monitor consumer CPI E-Mail Transmissions from Subsystem

Fig. 19A

20050708 012503

144/173

Manufacturer's (in electronic streams of commerce)

- Registration of Manufacture/Creation of Retailer Account
- Log-in by Manufacturer
 - Update and Display Manufacturer's Virtual Kiosk Deployment Directory –
- Select/order Virtual Kiosk for Deployment
 - Specify domain of Virtual kiosk Installation and Deployment
 - Selection of Information Services Delivered by Deployed Virtual CPI Kiosk
 - Selection and Customization of – Virtual CPI Kiosk GUI Design
- Registration of Manufacturer's Aisle/Shelf Rights/Privileges on CPI Kiosks
- Certification of Manufacturer's Advertising Agents
- Certification of Manufacturer's Product Promotional Agents
- Monitoring Performance of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance of Certified/Registered Manufacturer's Promotional Agents

FIG 19B

10059078.012802

145/133

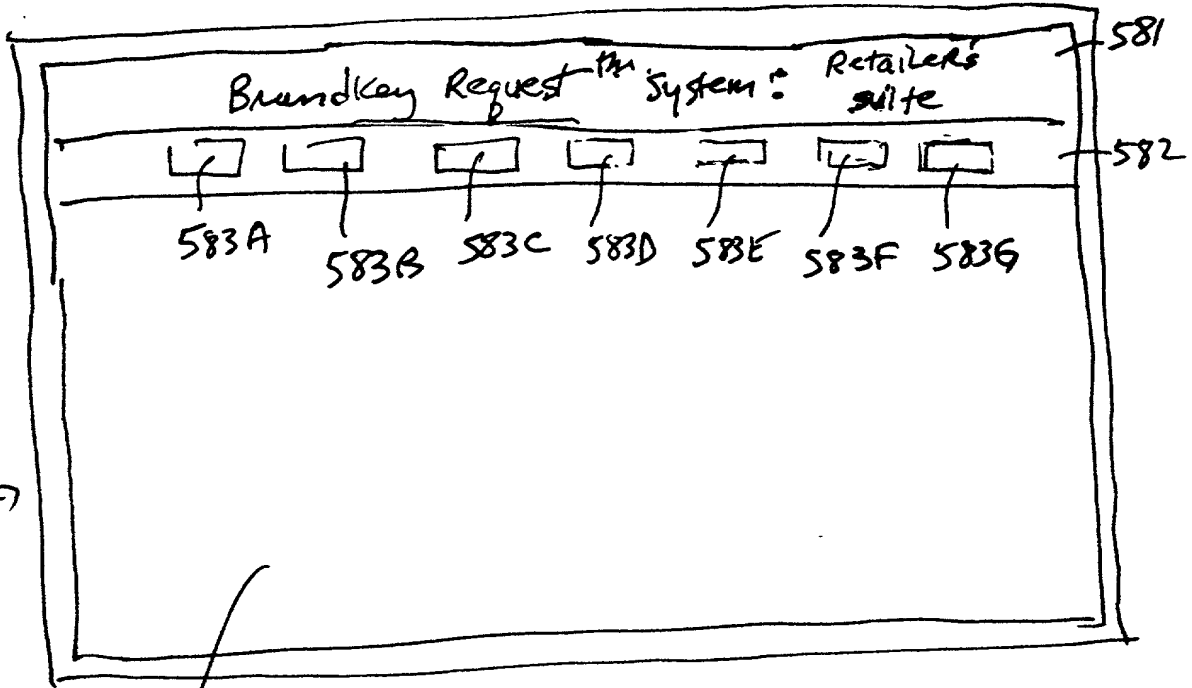


FIG. 20A

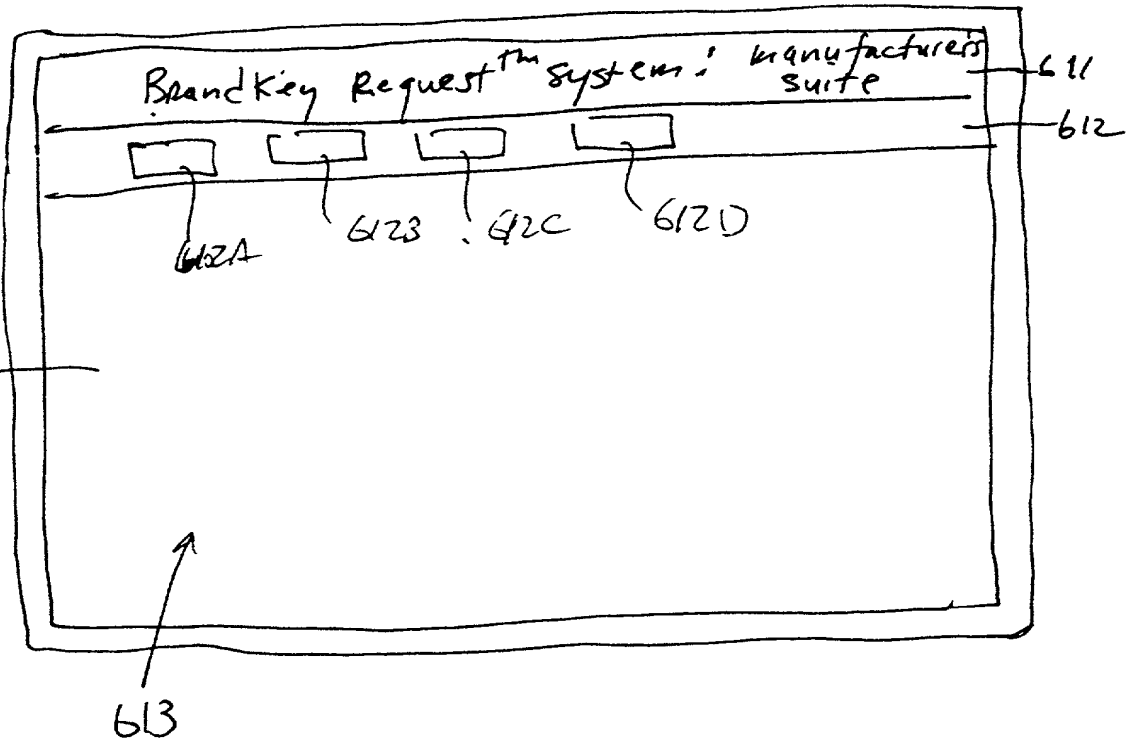


FIG. 20B

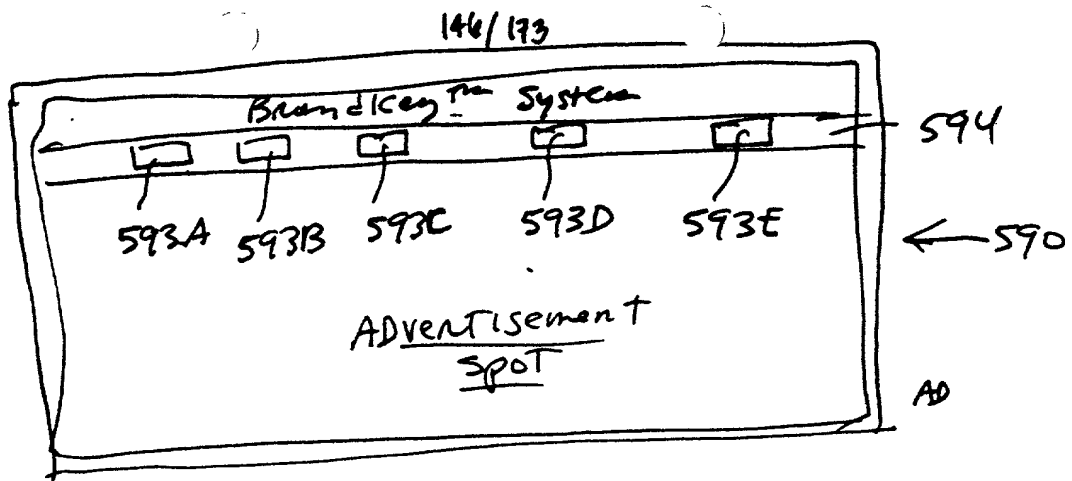


FIG. 21A

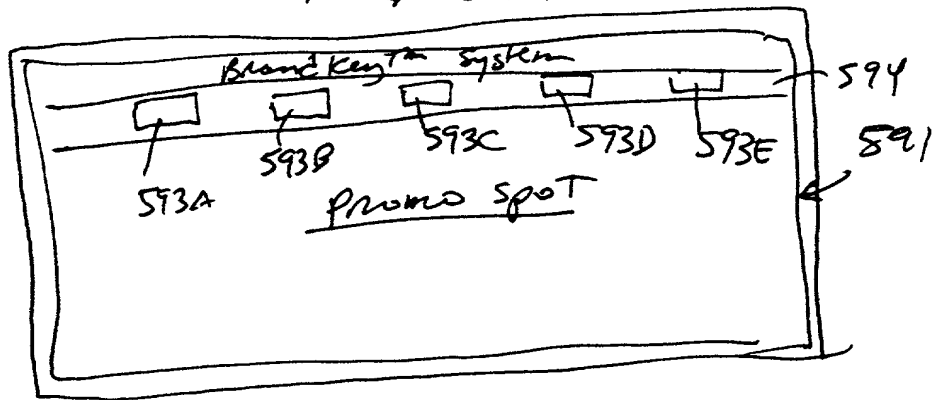


FIG. 21B

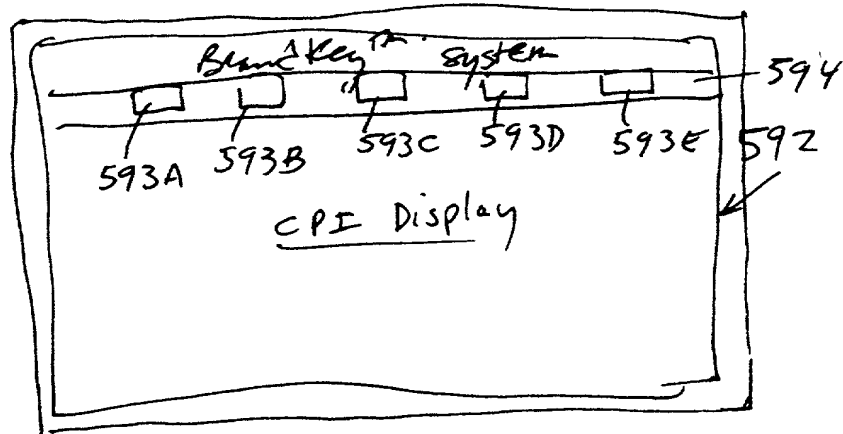


FIG. 21C

A hand-drawn schematic diagram of a retail store layout, labeled 142/173. The diagram shows a rectangular store area with a counter at the bottom. On the left side, there is a display rack labeled "Brand/Cey Request Retail" with several slots, each containing a small rectangular item. Below the rack, a list of items is provided: 583A, 583B, 583C, 583D, 583E, 583F, and 583G. To the right of the rack, a large display case is shown, labeled "Brand X1" and "596". Inside the case, there are several smaller items, some labeled "Brand Z" and "Brand Y". To the right of the case, there is a counter area labeled "595" and "597". On the right side of the store, there is a "Pop-up (Virtual Kiosk)" labeled "514". At the bottom of the store, there is a counter area labeled "580" and "584". The entire store area is labeled "513".

FIG. 22

"Mfgn Airio/Shelf Reght/Pliv. Registration"

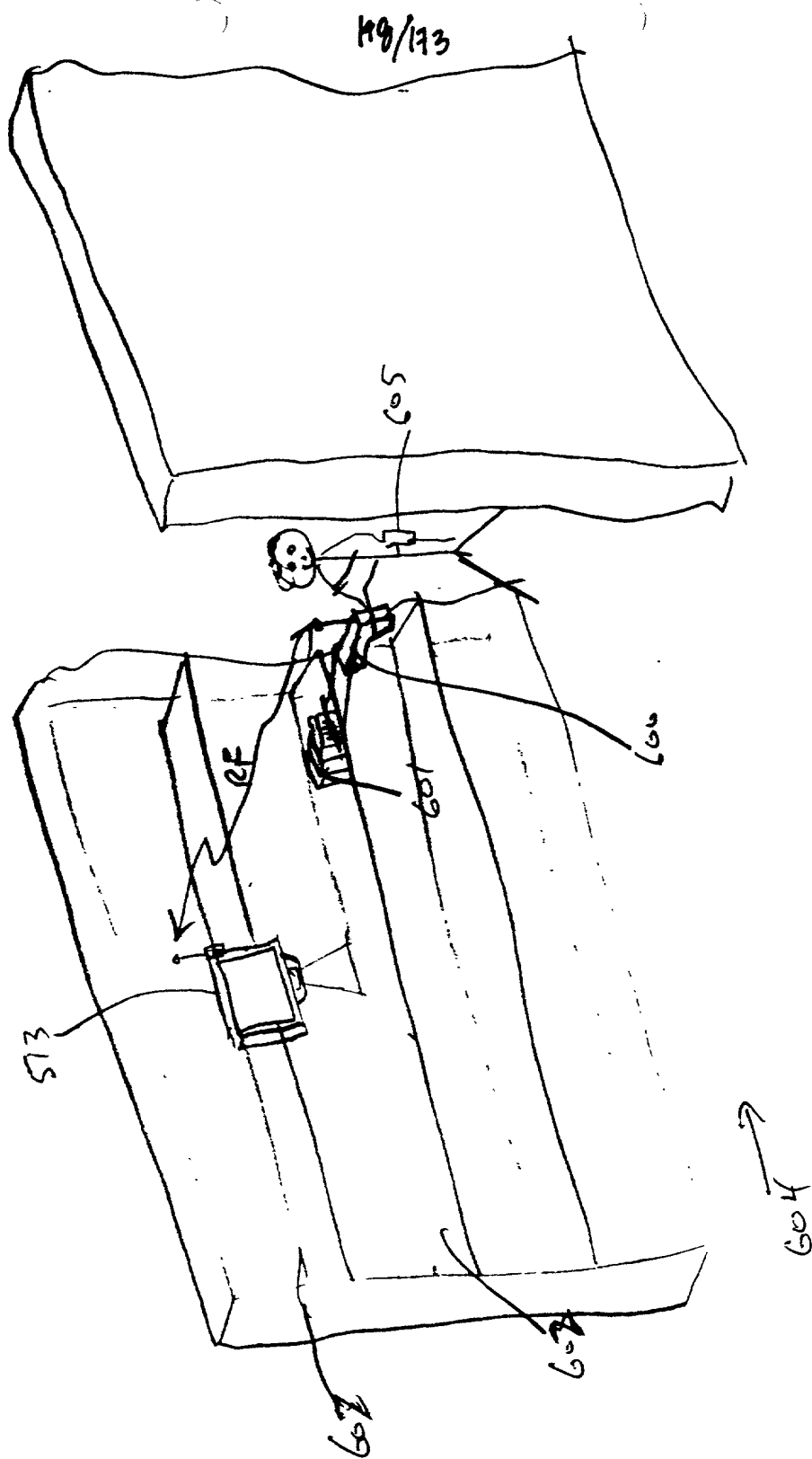


FIG. 23

1A9/193

Induce CPI Kiosk into its "Manufacturers Aisle/Shelf Rights/Privileges" Registration Mode

Read the UPC symbol on each product in the aisle/shelf in which the kiosk is installed so as to register the product and/or manufacturer thereof as having aisle/shelf rights/privs. with respect to displaying ads and/or promotions on the kiosk

FIG. 24A

Induce CPI Kiosk into its "Manufacturers Aisle/Shelf Rights/Privs." Registration Mode

Enter into the kiosk (or system) the trademark carried by each consumer product in the aisle/shelf in which the kiosk is installed so as to register the product and/or mfg. thereof as having aisle/shelf rights/privs. with respect to displaying ads and/or promotions on the kiosk

FIG. 24B

2025078.012800

DATA-PROCESSING METHOD CARRIED OUT ON CPI REQUESTS MADE BY
CONSUMERS FROM PHYSICAL RETAILER-BASED CPI KIOSKS IN ACCORDANCE
WITH THE PRINCIPLES OF THE PRESENT INVENTION

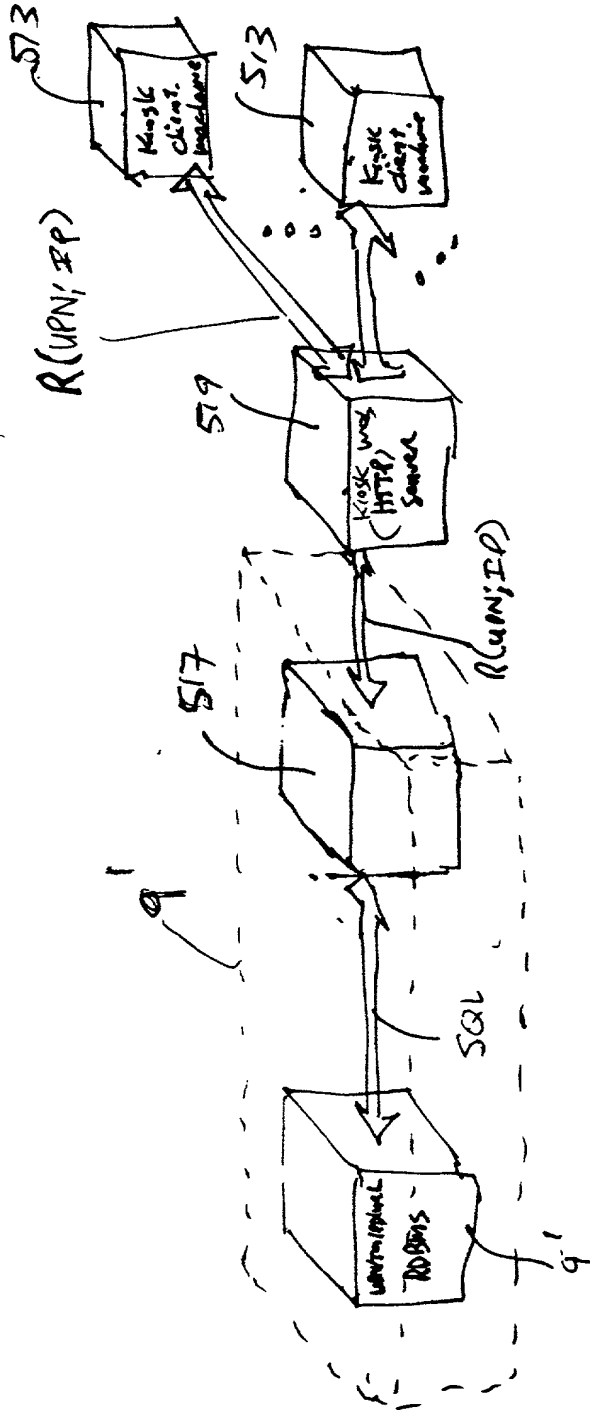


FIG. 25

151/173

DATA Filtering on CPI Requests

MADE FROM Physical Kiosks Deployed in A Retailers Store

Kiosk-type client subsystem in physical retail store sends a CPI request (CUPN; EP) to the UPN/TM/PD/URL RPBMS via the Kiosk web server, as shown in Fig. 25

Data Processing/Filtering Subsystem (i.e. module) parses the UPN in the CPI request to obtain the manufacturer Identification Number (MIN) associated with the UPN of the product on which CPI is being sought

Determine the physical Kiosk ID # of the Kiosk sending the CPI request, using the IP Address in the request and the information table of Fig. 15K

Determine the Retailer using the physical Kiosk ID # and the information table in Figs. 15K, 15L and 15E

Determine that manufacturer identified by the MIN found at Block B is an authorized manufacturer listed on the Retailer's Retailer/Mfga. & Store Relationship List, illustrated in Fig. 15F.

FIG. 26A (A)

(A)

- 152/173

F

If manufacturer identified by the obtained MIN
is on the Retailer/mfgn. P-store Relationship
List, then transmit CPI Search Results
to the Kiosk-based client machine making the
CPI Request

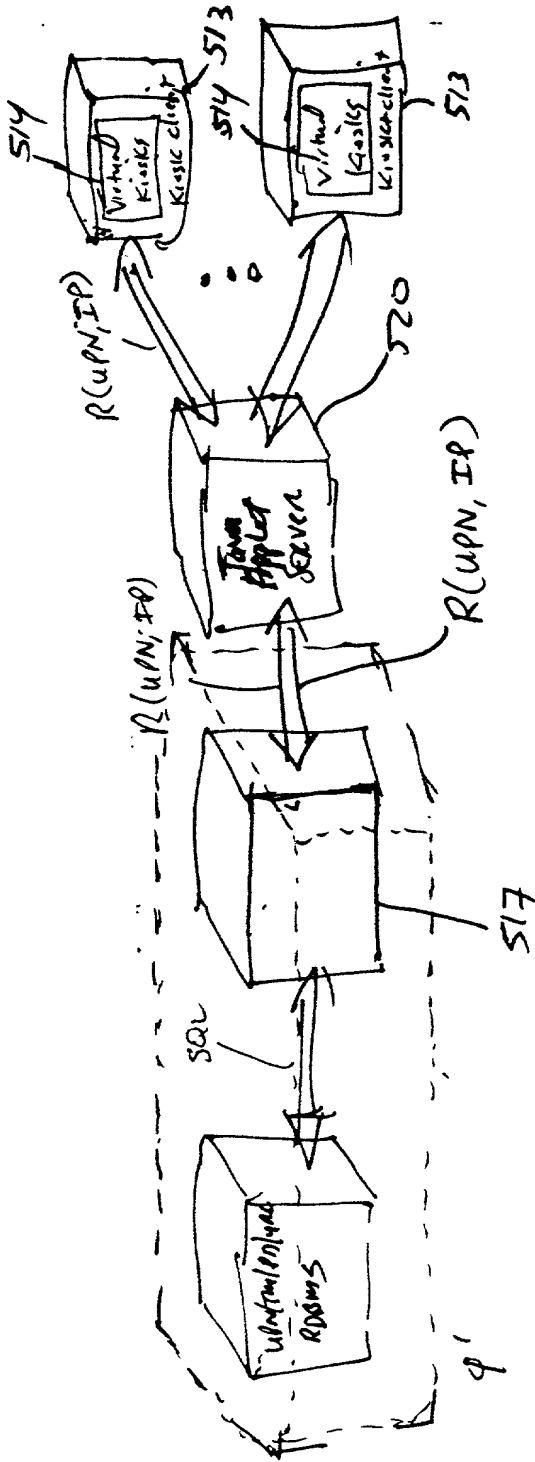
G

If manufacturer identified by the obtained MIN
is not on the Retailer/mfgn. P-store
Relationship List, then do not transmit
CPI Search Results to the Kiosk-based
client machine making the CPI Request

FIG. 26B

10059078.012802

DATA-PROCESSING METHOD CARRIED OUT ON CPI REQUESTS MADE BY CONSUMERS FROM VIRTUAL-TYPE RETAILER-BASED CPI KIOSKS IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION



153/193

FIG. 27

154/193

Data Filtering on CPI
Requests Made From Virtual (Applet-enabled) Kiosks
Deployed at an E-tailer's WWW site or E-store

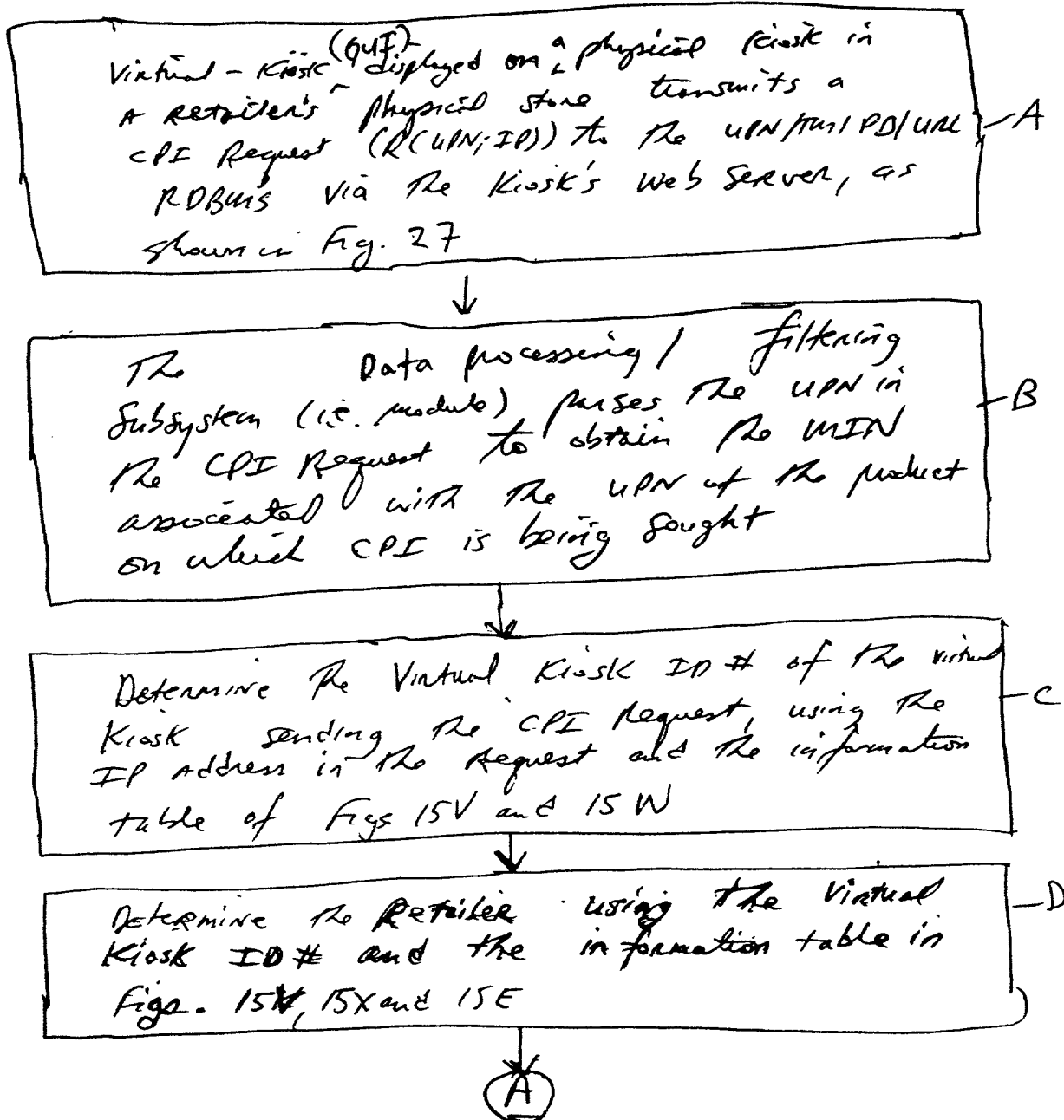


FIG 28A

(A)

- 155/173

Determine that manufacturer identified by the MIN found at Block B is an authorized manufacturer listed on the Retailer's Retailer/Mfgn. P-store Relationship list illustrated in Fig. 15F

If the manufacturer identified by the obtained MIN is on the Retailer/Mfgn. P-store Relationship list, then transmit CPI Search Results to the Kiosk-based client machine making the CPI Request

If the manufacturer identified by the obtained MIN is not on the Retailer/Mfgn. P-store Relationship list, then do not transmit CPI Search Results to the Kiosk-based client machine making the CPI Request

FIG. 28B

2025078.012803

156/173

**Modes of Information Service in the Consumer Product Advertisement
Marketing, Programming, Management and Delivery Subsystem (502)**

Advertisers

- Registration of Advertiser/Creation of Advertiser Account
- Log-in by Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks on Which the Advertiser is Authorized to Display Advertisements on Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks on Which the Advertiser is Authorized to Display Advertisements on a Particular Brand or Brands of Consumer Product
- Register Kiosk Advertising Campaign to be Displayed on a retailer-Authorized Subnetwork of CPI Kiosks
- Build Kiosk Advertising Campaign by Placing Ad Spot Orders to Be Run on a Particular Subnetwork of CPI Kiosks
- Run and Display Kiosk Advertising Campaign on Retailer-Authorized Subnetwork of CPI Kiosks
- Modify Kiosk Advertising Campaign
- Monitor Performance of Kiosk Advertising Campaign

FIG. 29

10059078.012802

158/173

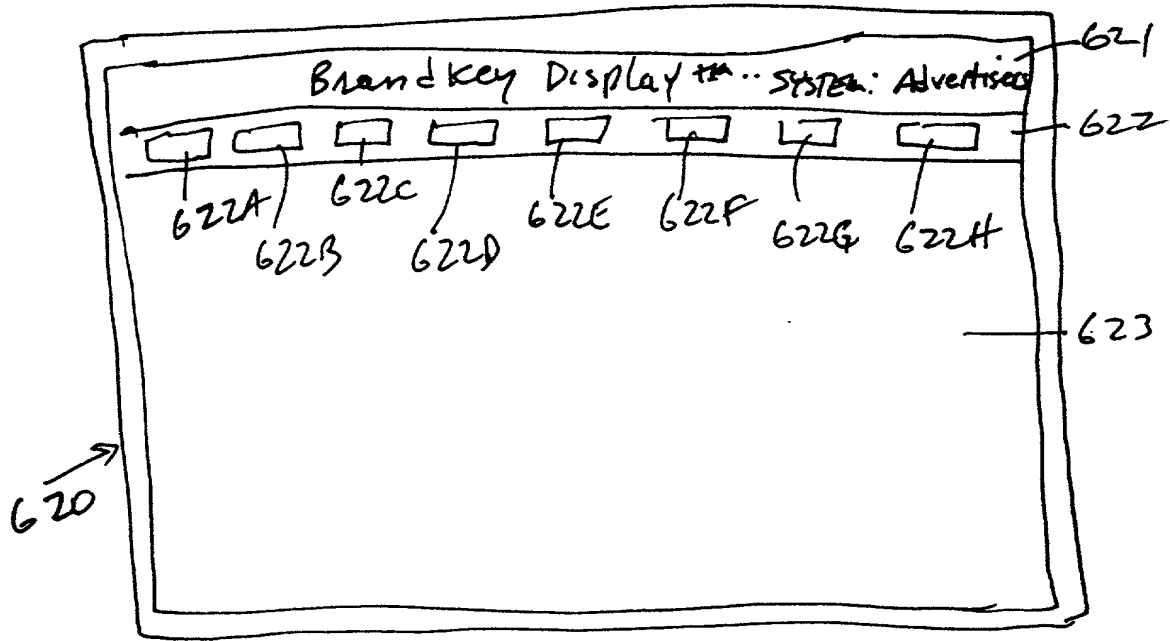
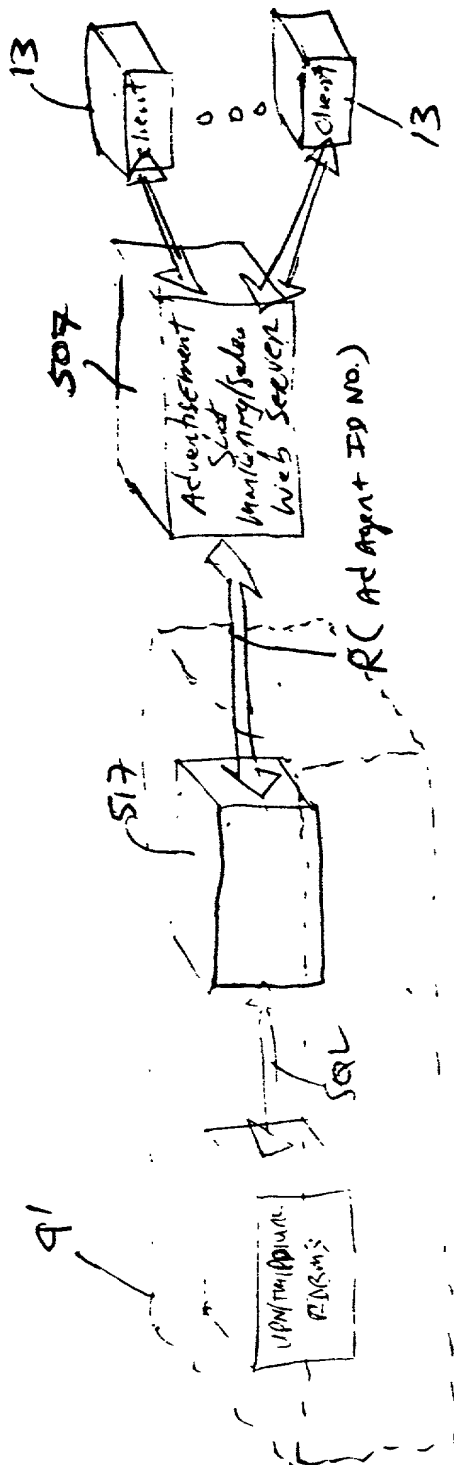


FIG. 30

2025078.012803

158/193

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A KIOSK ADVERTISING DIRECTORY IDENTIFYING A DEPLOYED NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CFI KIOSKS ON WHICH PARTICULAR ADVERTISERS AND ADVERTISING AGENTS ARE AUTHORIZED BY RETAILERS TO DISPLAY PRODUCT ADVERTISEMENTS, IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION



AG. 31

159/173

**DATA PROCESSING METHOD FOR GENERATING A GENERAL KIOSK
ADVERTISING DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND
VIRTUAL) KIOSKS ON WHICH THE REGISTERED ADVERTISER IS
AUTHORIZED BY RETAILERS TO PLACE AD SPOT ORDERS FOR
EXECUTION AND DISPLAY**

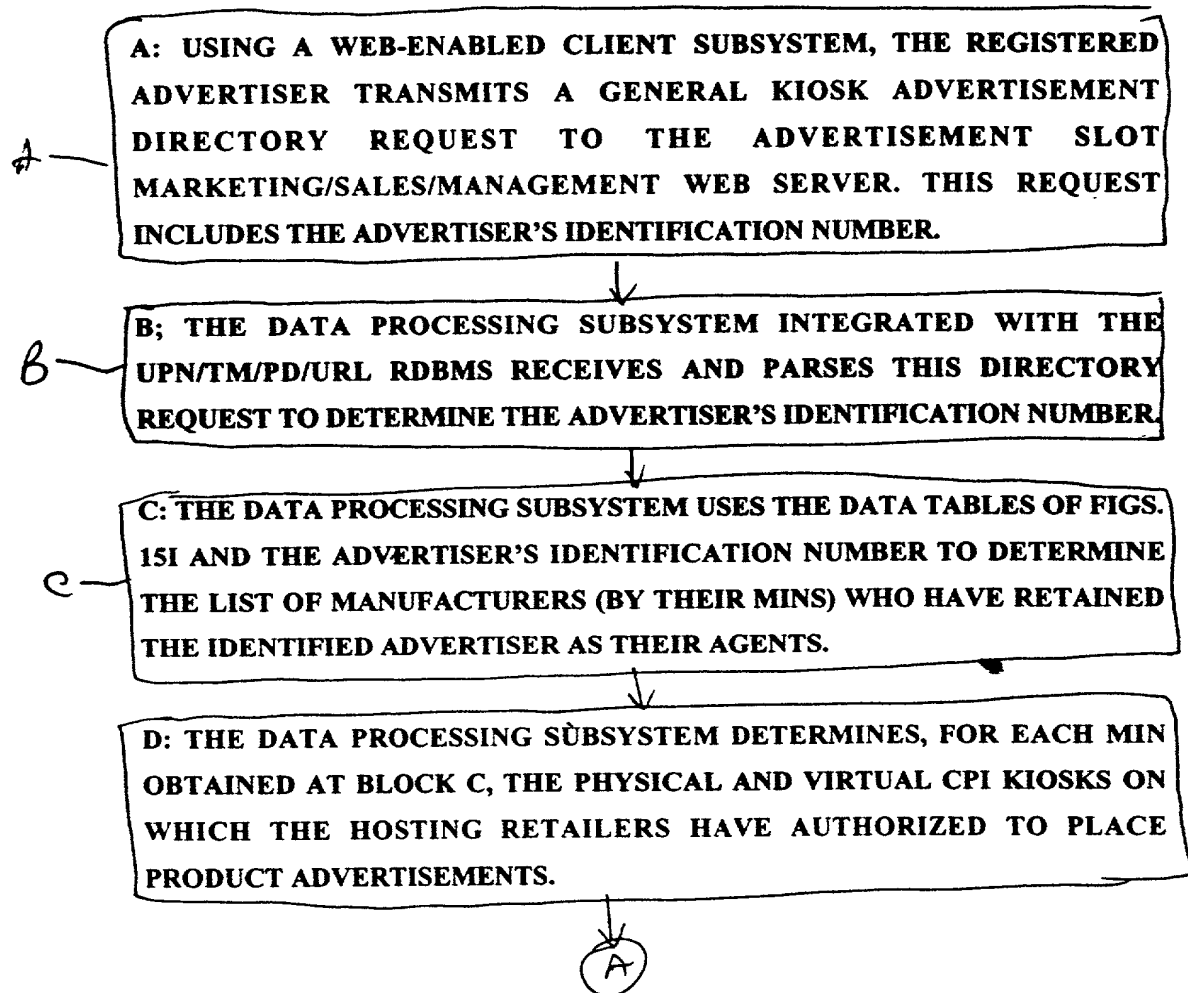


FIG. 32A

160/173

(A)
↓

E: THE DATA PROCESSING SUBSYSTEM USES THE ASCERTAINED MINS AND MANUFACTURER AISLE/SHELF RIGHTS/PRIVILEGES RECORDED WITHIN THE UPN/TM/PD/URL RDBMS TO DETERMINE THOSE PHYSICAL AND VIRTUAL CPI KIOSKS ON WHICH THE ADVERTISER MAY ORDER ADVERTISEMENTS ABOUT PRODUCTS OF MANUFACTURERS WHO HAVE BEEN GRANTED SUCH RIGHTS/PRIVILEGES. THIS LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IS THEN COMPILED TO PRODUCE THE GENERALIZED KIOSK ADVERTISEMENT DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.

FIG. 32B

10059078-012803

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF
 ADVERTISING DIRECTORY IDENTIFYING A DEPLOYED
 NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CFI
 KIOSKS ON WHICH A PARTICULAR ADVERTISER OR ADVERTISING AGENT IS
 AUTHORIZED BY KIOSK-HOSTING RETAILERS TO DISPLAY PRODUCT
 ADVERTISEMENTS REGARDING A PARTICULAR BRAND OF UPN-INDEXED
 CONSUMER PRODUCT IN ACCORDANCE WITH THE PRINCIPLES OF THE
 PRESENT INVENTION

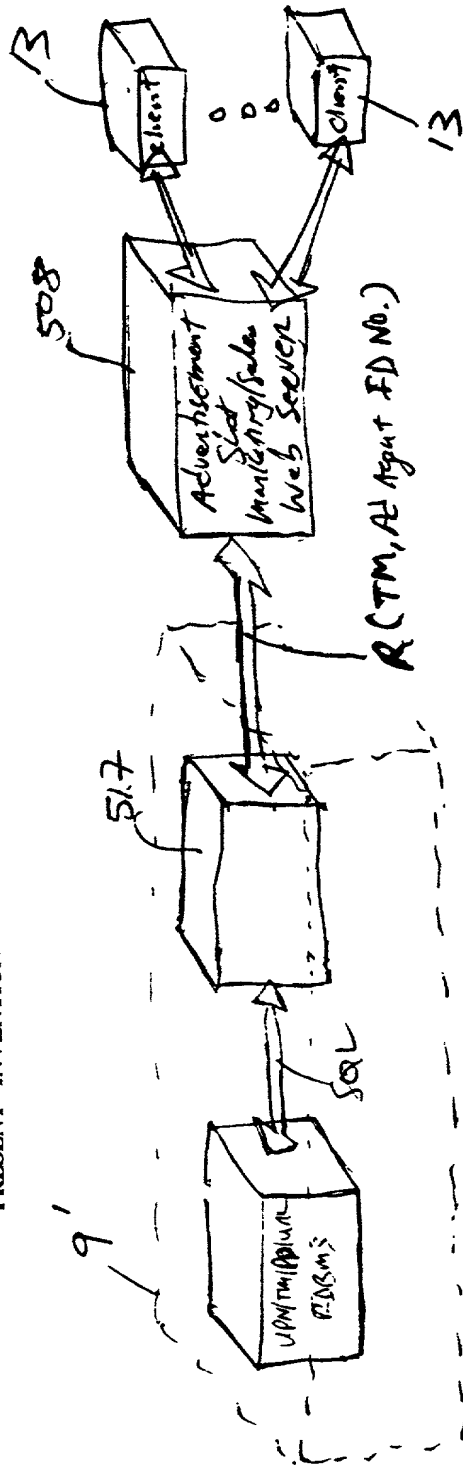


FIG. 33

162/173

**DATA PROCESSING METHOD FOR GENERATING FOR
GENERATING A BRAND KIOSK ADVERTISING DIRECTORY WHICH
INCLUDES ONLY (PHYSICAL AND VIRTUAL) KIOSKS ON WHICH
THE REGISTERED ADVERTISER IS AUTHORIZED BY RETAILERS
TO PLACE AD SPOT ORDERS FOR EXECUTION AND DISPLAY.**

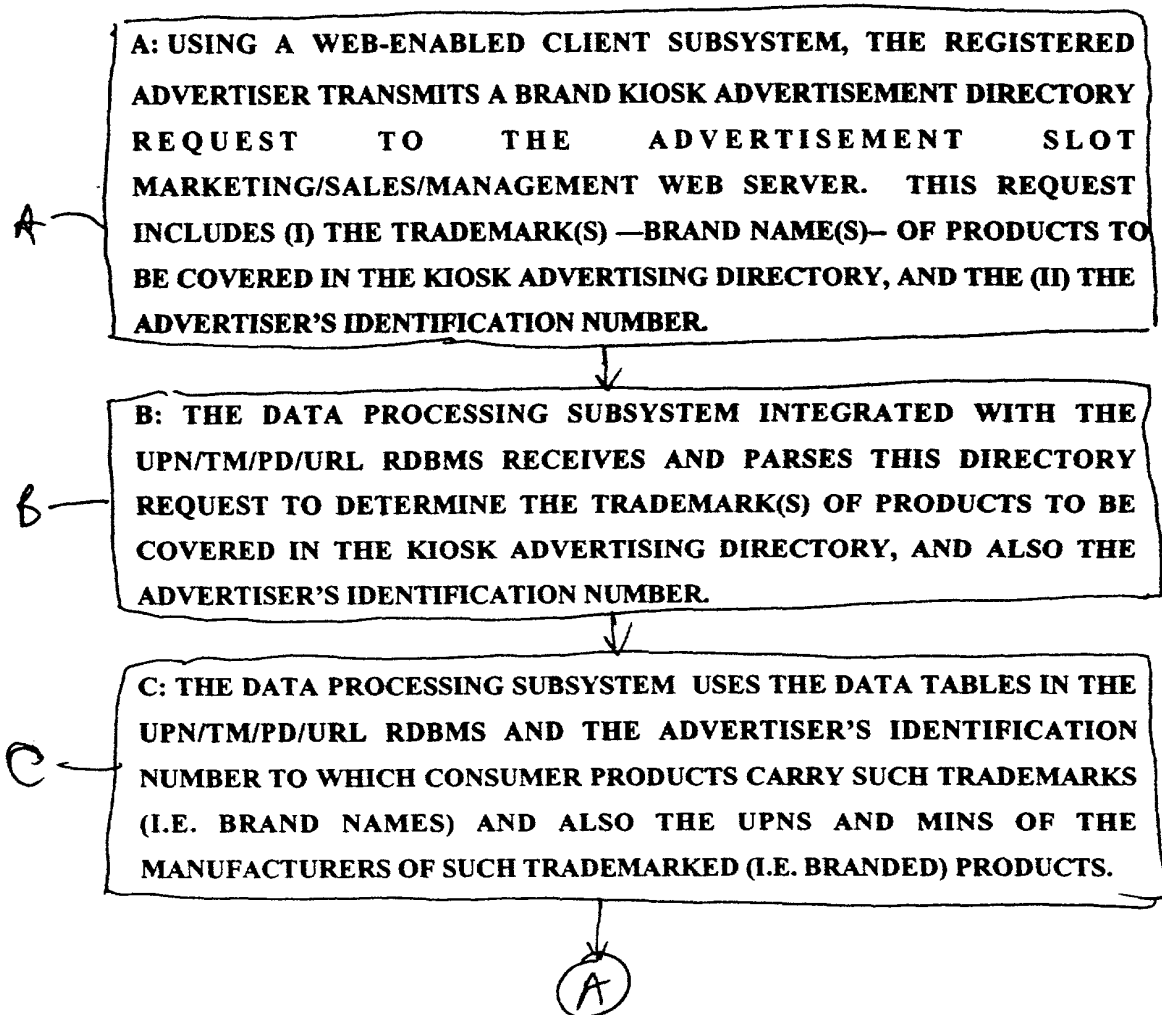


FIG. 34A

163/173

A



D

D: THE DATA PROCESSING SUBSYSTEM USES THE MINS DETERMINED AT BLOCK C TO DETERMINE THE LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IN WHICH MANUFACTURERS IDENTIFIED BY SAID MINS HAVING AISLE/SHELF RIGHTS/PRIVILEGES TO DISPLAY PRODUCT ADVERTISEMENTS.



E

E: THE DATA PROCESSING SUBSYSTEM USES THE LIST OF CPI KIOSKS ASCERTAINED AT BLOCK D TO COMPILE THE GENERALIZED KIOSK ADVERTISEMENT DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.

FIG. 34B

10059078.012802

164/173

Modes of Information Service in the Consumer Product Promotion Marketing.
Programming, Management and Delivery Subsystem (503)

Promoters

- Registration of Promoter/Creation of Promotion Account
- Log-in by Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks on Which the Promoter is Authorized to Display Promotion on consumer Products
- Display Kiosks on Which the Promoter is Authorized to Display promotions on a Particular Brand or Brands of Consumer Products
- Register Kiosk Promotion Campaign to be Displayed on a Retailer-Authorized Subnetwork of CPI Kiosks
- Run and Display-Kiosk Promotion Campaign on Retailer-Authorized Subnetwork of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign

FIG. 35

10059078-012802

165/173

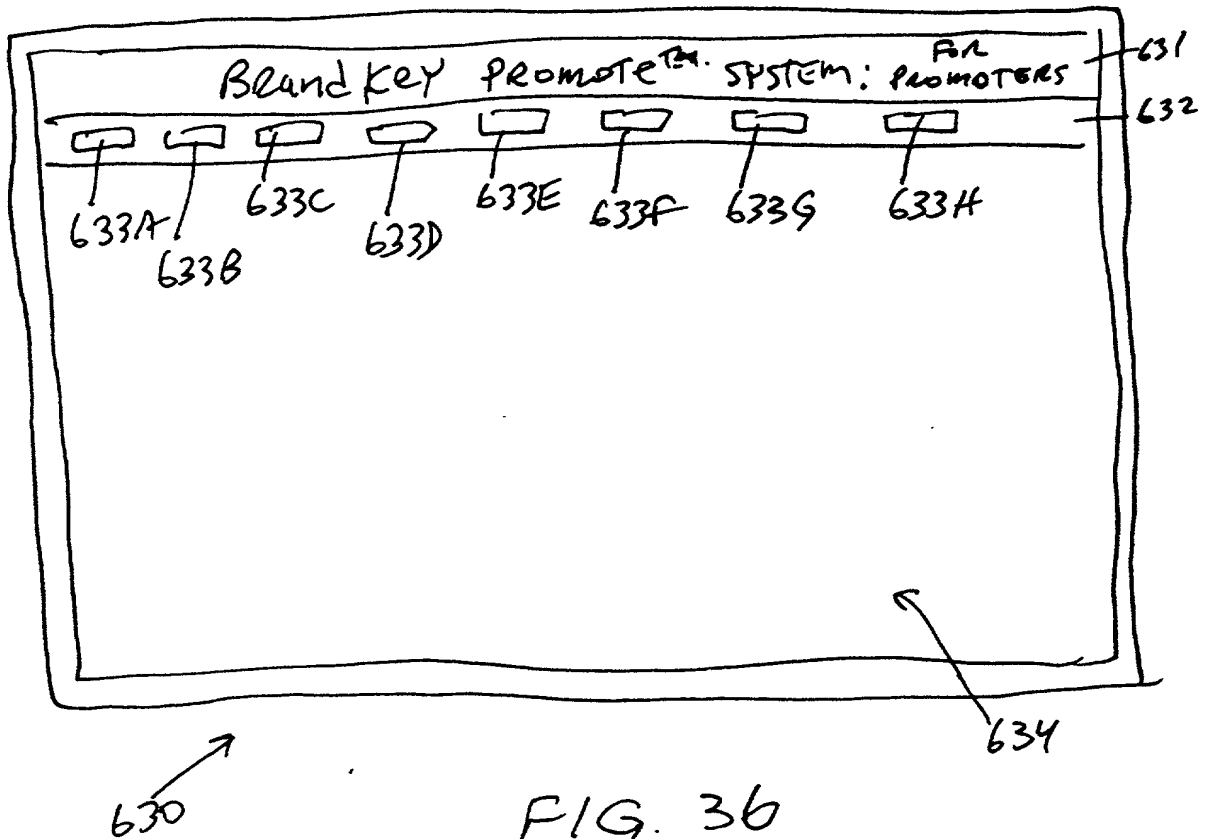


FIG. 36

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A PROMOTION DIRECTORY IDENTIFYING A DEPLOYED NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CH KIOSK ARE AUTHORIZED BY RETAILERS TO DISPLAY PRODUCT PROMOTIONS IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

166/173

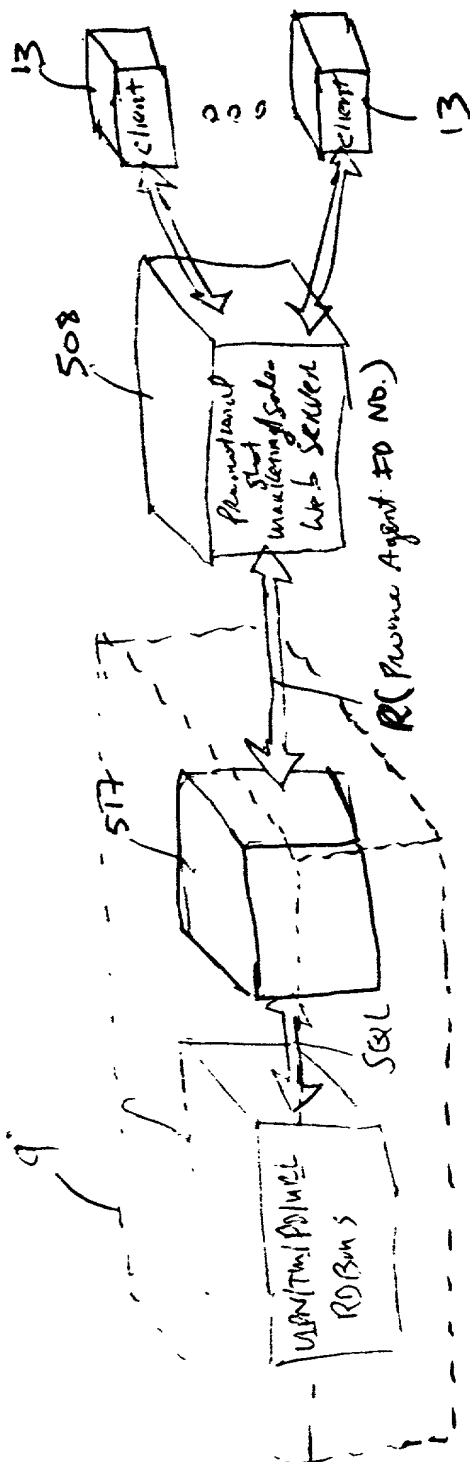


Fig. 37

167/173

**DATA PROCESSING METHOD FOR GENERATING A GENERAL KIOSK
PROMOTION DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND
VIRTUAL) KIOSKS ON WHICH THE REGISTERED PROMOTER IS
AUTHORIZED BY RETAILERS TO PLACE PROMO SPOT ORDERS FOR
EXECUTION AND DISPLAY**

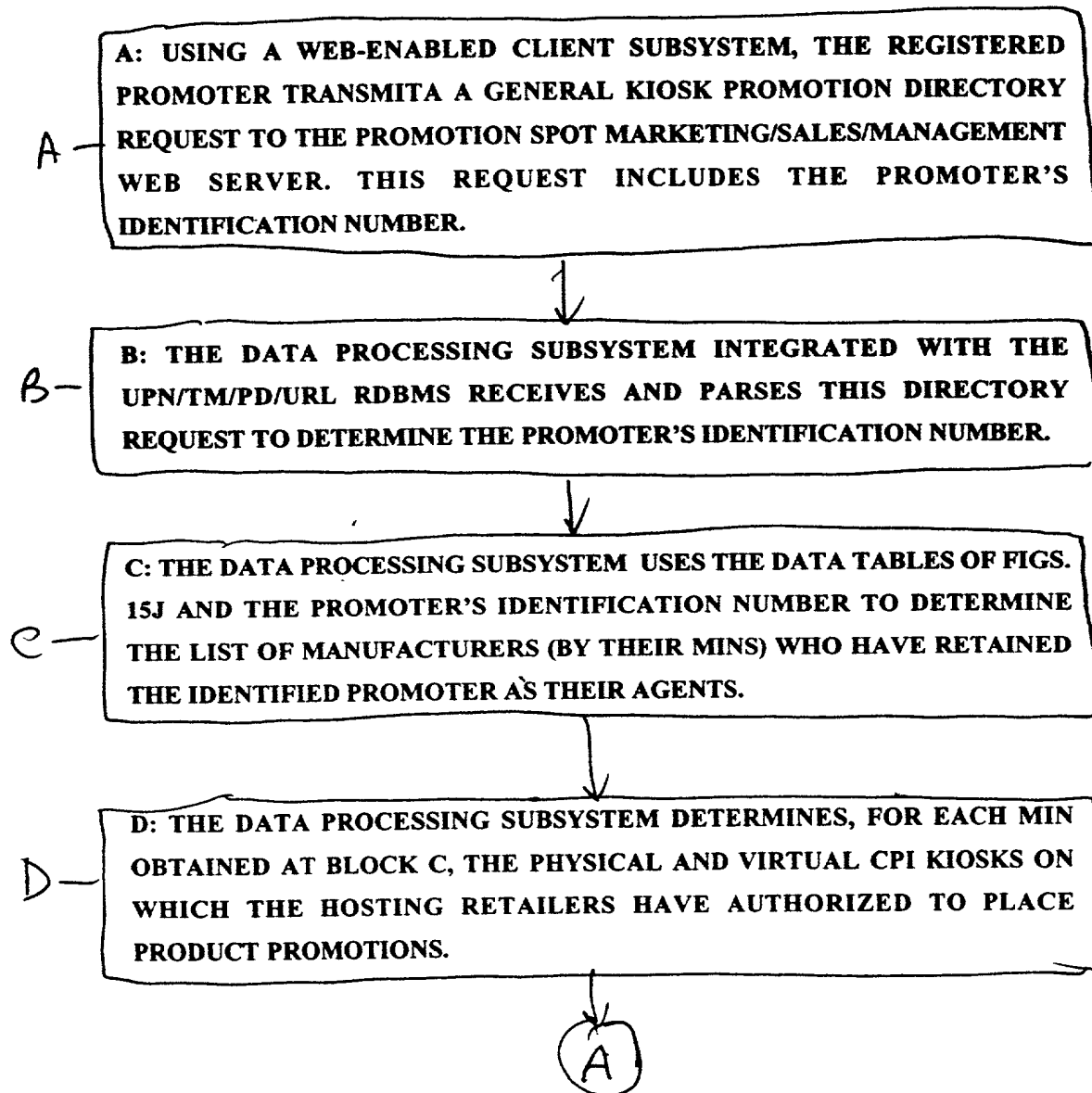


FIG. 38A

168/173

A



E — **E: THE DATA PROCESSING SUBSYSTEM USES THE ASCERTAINED MINS AND MANUFACTURER AISLE/SHELF RIGHTS/PRIVILEGES RECORDED WITHIN THE UPN/TM/PD/URL RDBMS 9' TO DETERMINE THOSE PHYSICAL AND VIRTUAL CPI KIOSKS ON WHICH THE PROMOTER MAY PLACE PROMOTIONS ABOUT PRODUCTS OF MANUFACTURERS WHO HAVE BEEN GRANTED SUCH RIGHTS/PRIVILEGES. THIS LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IS THEN COMPILED TO PRODUCE THE GENERALIZED KIOSK PROMOTION DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.**

FIG. 38B

208270 8/055001

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A PROMOTION DIRECTORY IDENTIFYING A DEPLOYED NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED KIOSKS ON WHICH A PARTICULAR PROMOTER OR PROMOTIONAL AGENT IS AUTHORIZED BY KIOSK-HOSTING RETAILERS TO DISPLAY PRODUCT PROMOTIONS REGARDING A PARTICULAR BRAND OF UPN-INDEXED CONSUMER PRODUCT IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

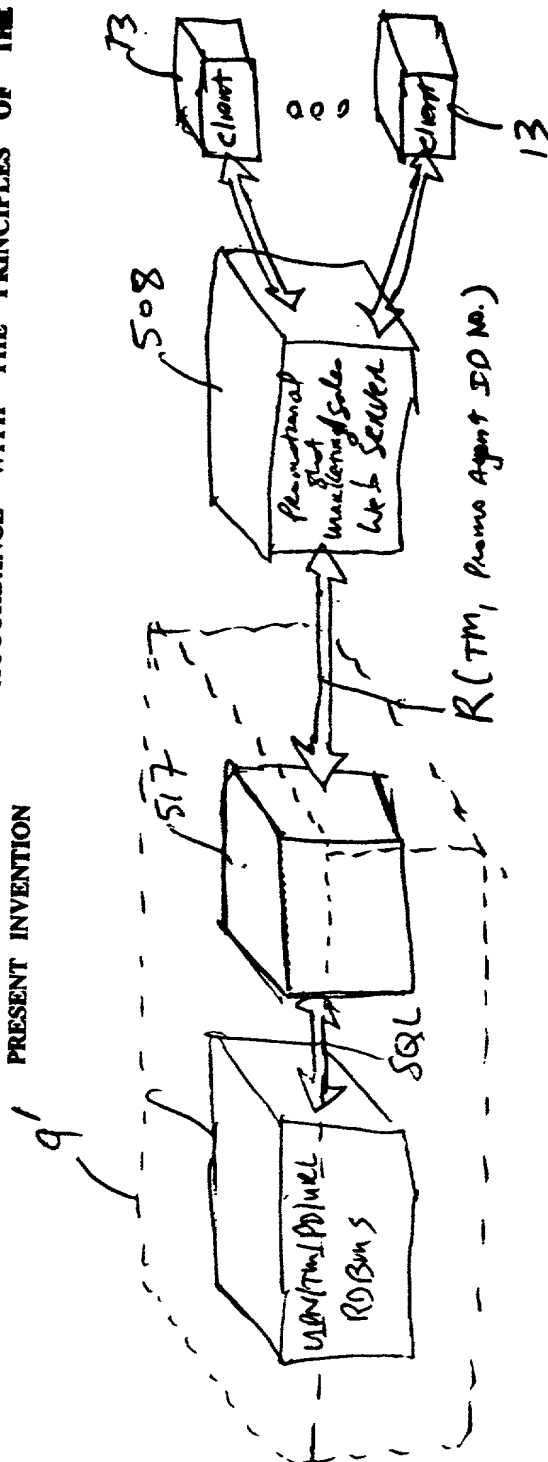


FIG. 39

170/173

**DATA PROCESSING METHOD FOR GENERATING A BRAND KIOSK
PROMOTION DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND
VIRTUAL) KIOSKS ON WHICH THE REGISTERED PROMOTER IS
AUTHORIZED BY RETAILERS TO PLACE PROMOTION SPOT ORDERS FOR
EXECUTION AND DISPLAY**

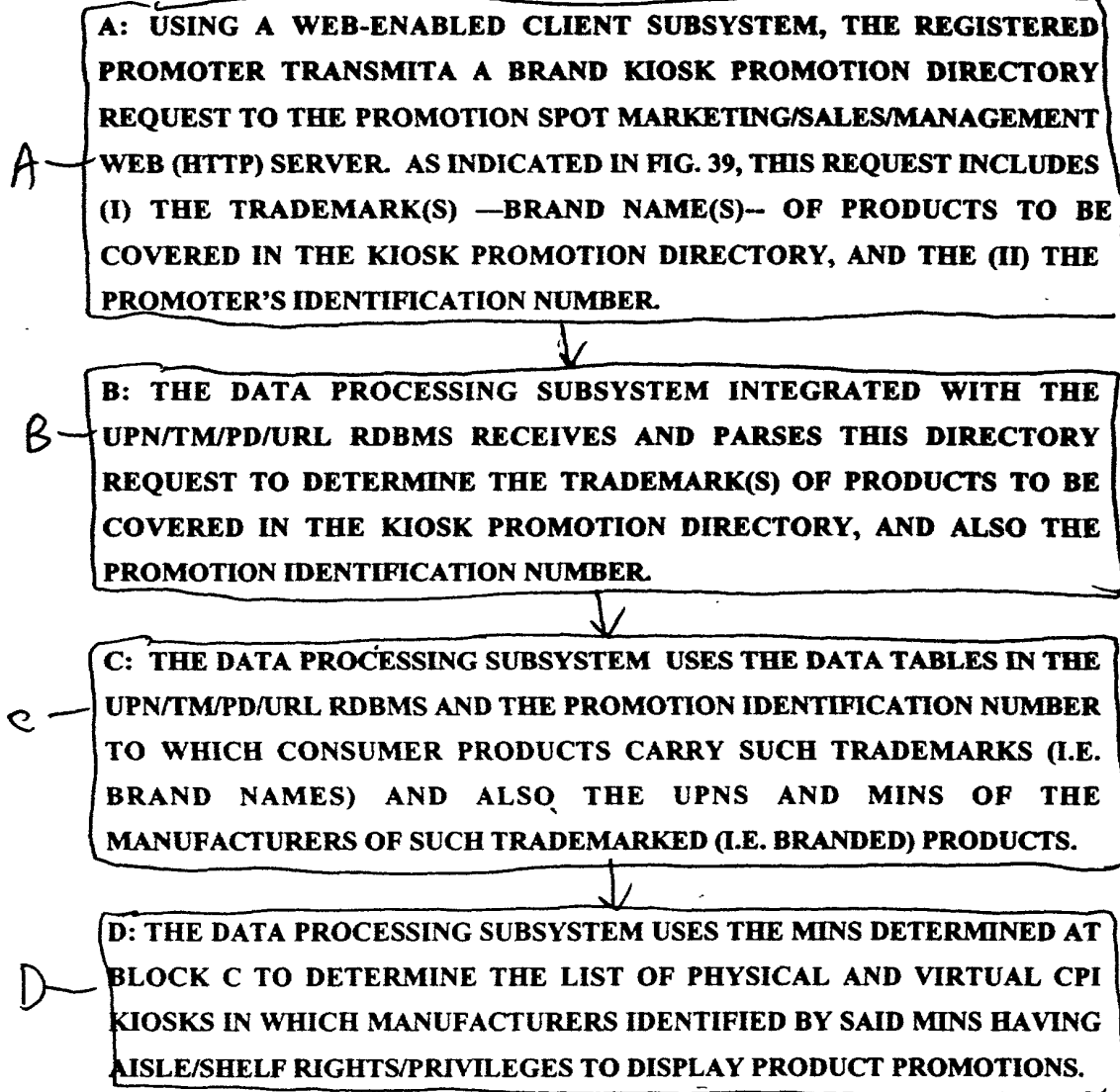


FIG. 40A

171/173

(A)

E: THE DATA PROCESSING SUBSYSTEM USES THE LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS ASCERTAINED AT BLOCK D TO COMPILE THE GENERALIZED KIOSK PROMOTION DIRECTORY FOR TRANSMISSION TO THE REQUESTING PROMOTER.

FIG. 40B

physical multi-mode (CPI) kiosk

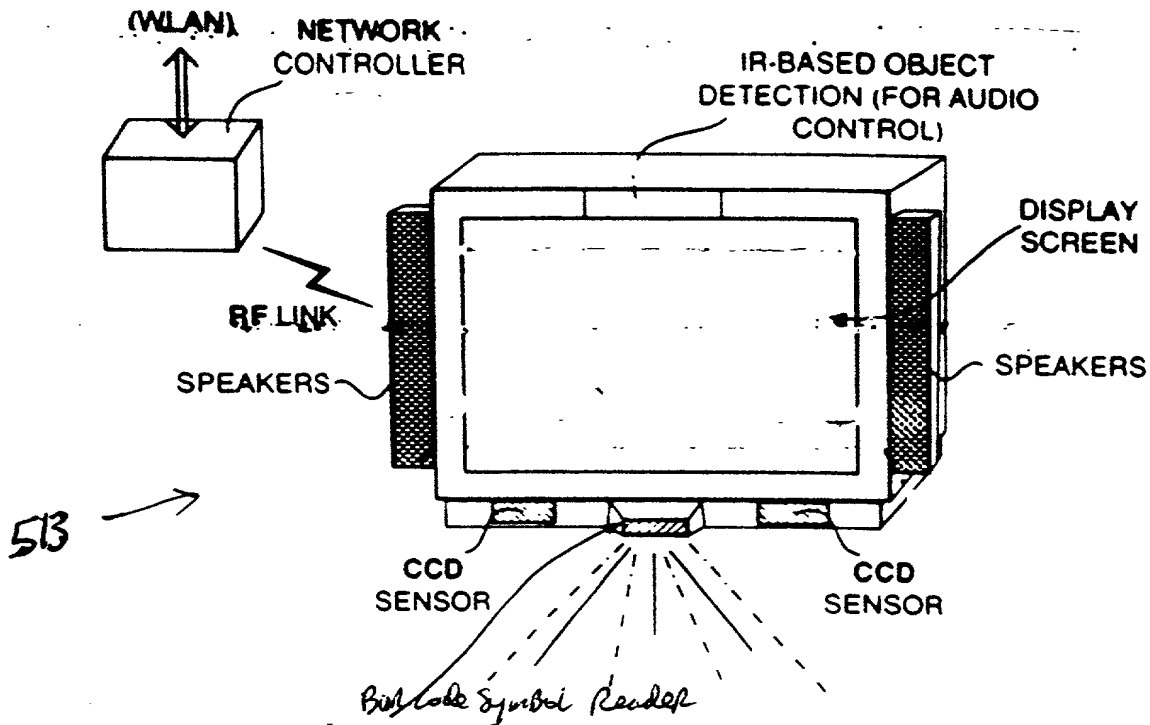


FIG. 41

172/173

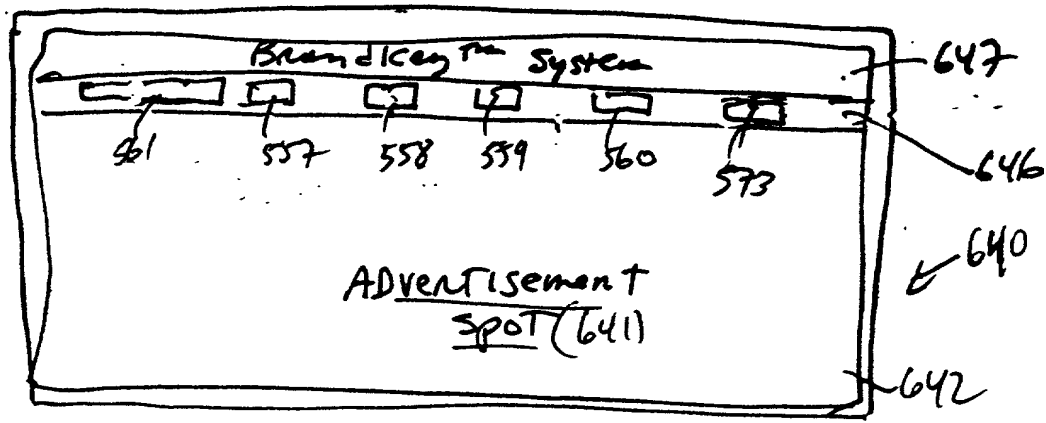


FIG. 42A

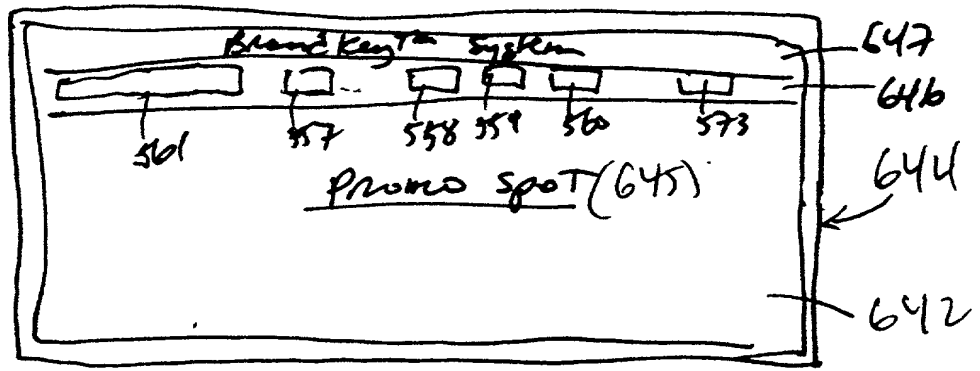


FIG. 42B

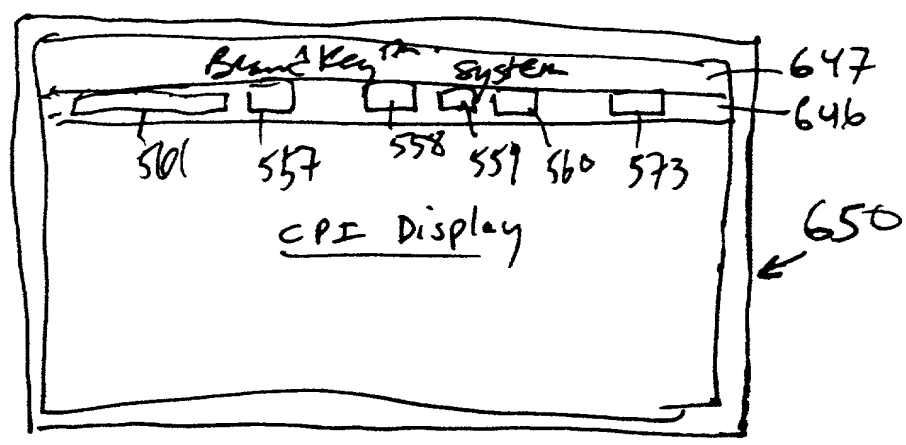


FIG. 42C

10059078-012802

The BrandKey™ System Architecture (2')

BrandKey Create™, BrandKey Display™, BrandKey Promote™ and BrandKey Request™ Subsystems (501, 502, 503, 504)

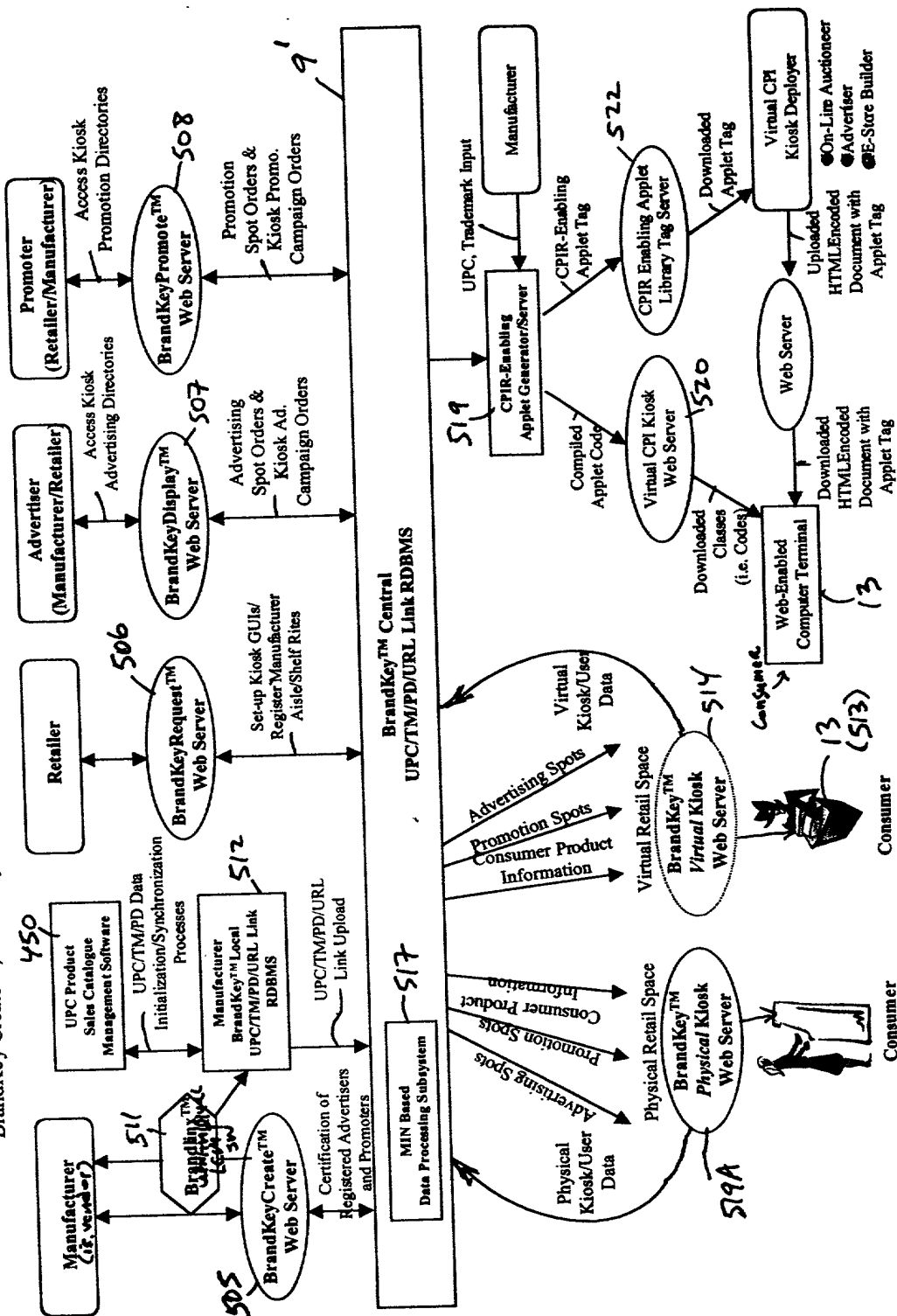


FIG. 43